

No.  
189  
March  
'77  
33230

# MAD

IND

OUR PRICE

50c

CHEAP

...flunks

KOTTER

...bedevils

THE OMEN

...trips up

SKATEBOARDS

...ignores

CB RADIOS





# HOO-HAH! EVEN MORE HYSTERIA REPEATS ITSELF!

MAINLY, OUR PAST RETCHES UP WITH US AGAIN IN  
THE NOSTALGIC  
**MAD**  
NUMBER FIVE

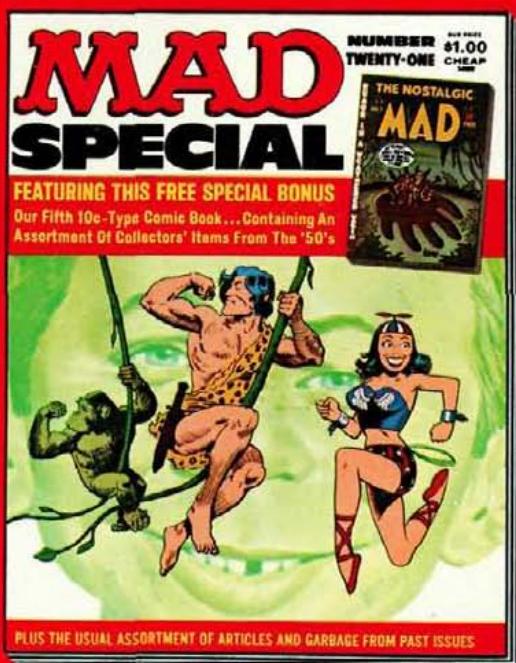
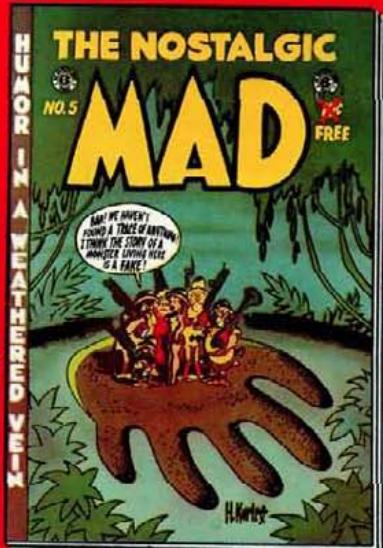
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# MAD

"Nature tends to fill a vacuum . . . but so does the act of cleaning the house!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO,  
DAVID FRAZIER *subscriptions*

## CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

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Printed in U.S.A.

COVER IV—ARTIST: BOB CLARKE—WRITER: BILL JOHNSON JR.

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SATIRE)  
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# WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE LAST ISSUE AT THE NEWSSTAND?

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# CARTER QUILTS!

Yep, Jimmy . . . the guy who carts the orders for our full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid, to the post office . . . just quit. "I'm making peanuts on this job 'cause there's nothing to cart!", he complained. So help us give Jimmy full employment. Send: \$86 for 1, \$86 for 3, \$1.65 for 9, \$3.15 for 27 or \$6.35 for 81 to MAD 485 MADison Avenue, N.Y., N.Y. 10022



## LETTERS DEPT.

### GALL OF THE PRESIDENT'S MEN

I heard about Watergate but I think "Gall Of The President's Men" is a worse crime!

Jimmy Bartlett  
Scar., Ont.,  
Canada

Any national conspiracy that activates the combined talents of a Woodward-Bernstein, a Redford-Hoffman, and a Drucker-Siegel, can't be all bad!

Vito A. Oliva  
Clifton, N.J.

Jerry Ford went out in his most imposing role; the clincher in a Drucker-Siegel movie epic!

Vale Fontaine  
Mt. Clemens, Mich.

I saw the movie "All The President's Men" and I didn't understand it. I also read your satire and I still don't understand it.

John Devito  
Akron, Ohio

### MAD PEAK AT CAR RENTAL COMPANIES

With reference to the article on "Car Rental Companies" by Stan Hart and Bob Clarke, I take offense to the sarcastic inference that Altoona, Pennsylvania is dullsville. I happen to be quite proud of Altoona and am happy to invite you to visit here anytime. Keep in mind, however, that Altoona is closed on Saturdays and Sundays.

Barry E. Gaut  
Altoona, Pa.

Where was O.J. Simpson, the Rent-A-Star for Hertz? Aside from his football and acting accomplishments, O.J. has set a track record for running through airports in the One Minute TV Commercial.

Kathy Quail  
Georgetown University  
Washington, D.C.



11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher

12. For completion by Publishers mailing at the regular rates (Section 132.121, Postal Service Manual) 39 U.S.C. 3626 provides in pertinent part: "No person who would have been entitled to mail matter under former section 4359 of this title shall mail such matter at the rates provided under this subsection unless he files annually with the Postal Service a written request for permission to mail matter at such rates." In accordance with the provisions of this statute, I hereby request permission to mail the publication named in Item 1 at the phased postage rates presently authorized by 39 U.S.C. 3626.

William M. Gaines, Publisher

A MAD Burst By O.J. Simpson,  
Superstar Of Rent-A-Car

## BAUBLE HYMN OF THE REPUBLIC

Frank Jacobs's "Bauble Hymn Of The Republic" was the best feature in your latest issue. May I have your permission to make a few copies to put up for the education of our staff? We firmly approve of your comments on the Franklin Mint; perhaps an article on such organizations is in order. As to "Gall Of The President's Men", well, I always thought Deep Throat was David Eisenhower.

J.B. Post  
Map Librarian  
The Free Library  
Philadelphia, Pa.

## CRAPPY DAYS

Throughout "Crappy Days", Angelo Torres drew The Fonz like The Joker in Batman. I'd say we readers have been hood-winkled!

Adam Derman  
Metuchen, N.J.

Angelo Torres and Arnie Kogen have the Nerd Instinct!

Lawrence Williamson  
Woodland Hills, Calif.

## GREAT MOMENTS IN BAD TIMING

"Great Moments In Bad Timing" came out at a very bad time. Just when I was ready to subscribe to MAD!

V. Pruchniewski  
Detroit, Mich.

## GUESS-WHO MAD COVER

I wondered when you were going to jump on the bandwagon and give us a look at your version of The Fonz. You know something? Even in disguise, he's much better looking than Alfred E.

Robert Kryzak  
Cody, Wyoming

I loved your cover on issue #187. Who was it, anyway?

Bruce Sutay  
Trumbull, Conn.

Boy, when you guys get a hot "non-exploitative" idea like putting you-know-who incognito on your cover, you don't "sit on it", do ya?

Rulon Foster, Jr.  
Siloam Springs, Ark.

## MAD PUBLICITY HOOPLA

Thank you for including Dr. J in the line of people waiting to buy MAD at the newsstand (inside front cover, #187). He's my favorite basketball player and I think he deserves the publicity. Whether having your picture in MAD is good publicity, I'm not quite sure.

Dan Larkin  
Fullerton, Calif.

How about \$3,000,000 worth of publicity-Ed.

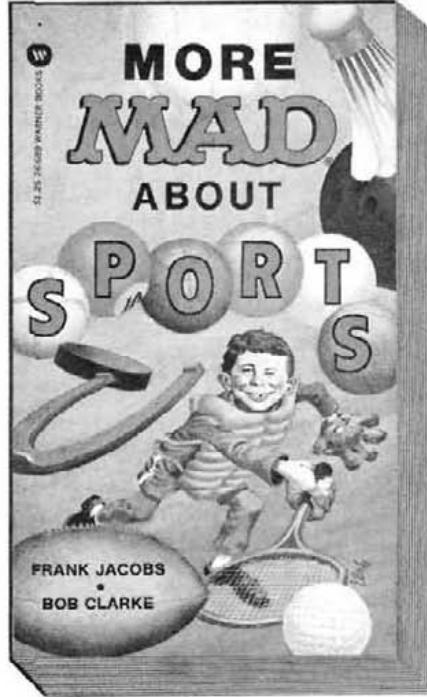
## IF THE RHYME FITS

O, writers sardonic, alert and laconic  
How does your magazine sell?  
By taking a matter, declining to flatter  
And blasting the system to hell.

William A. Conder  
Paris, Texas

# O.J. SIMPSON JULIUS ERVING MUHAMMAD ALI PETE ROSE JIMMY CONNORS JACK NICKLAUS BOBBY ORR AND PÉLÉ

have not read this book...  
mainly because it just came  
out! So beat these guys at  
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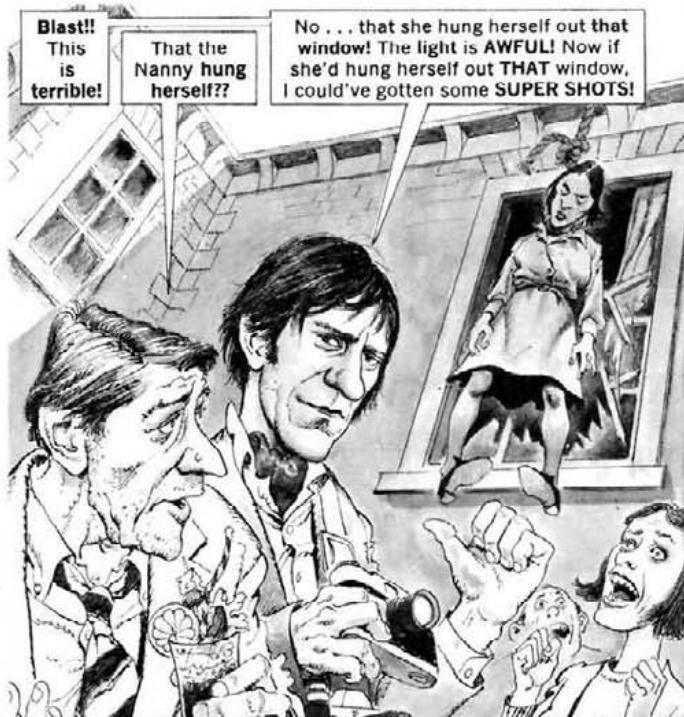
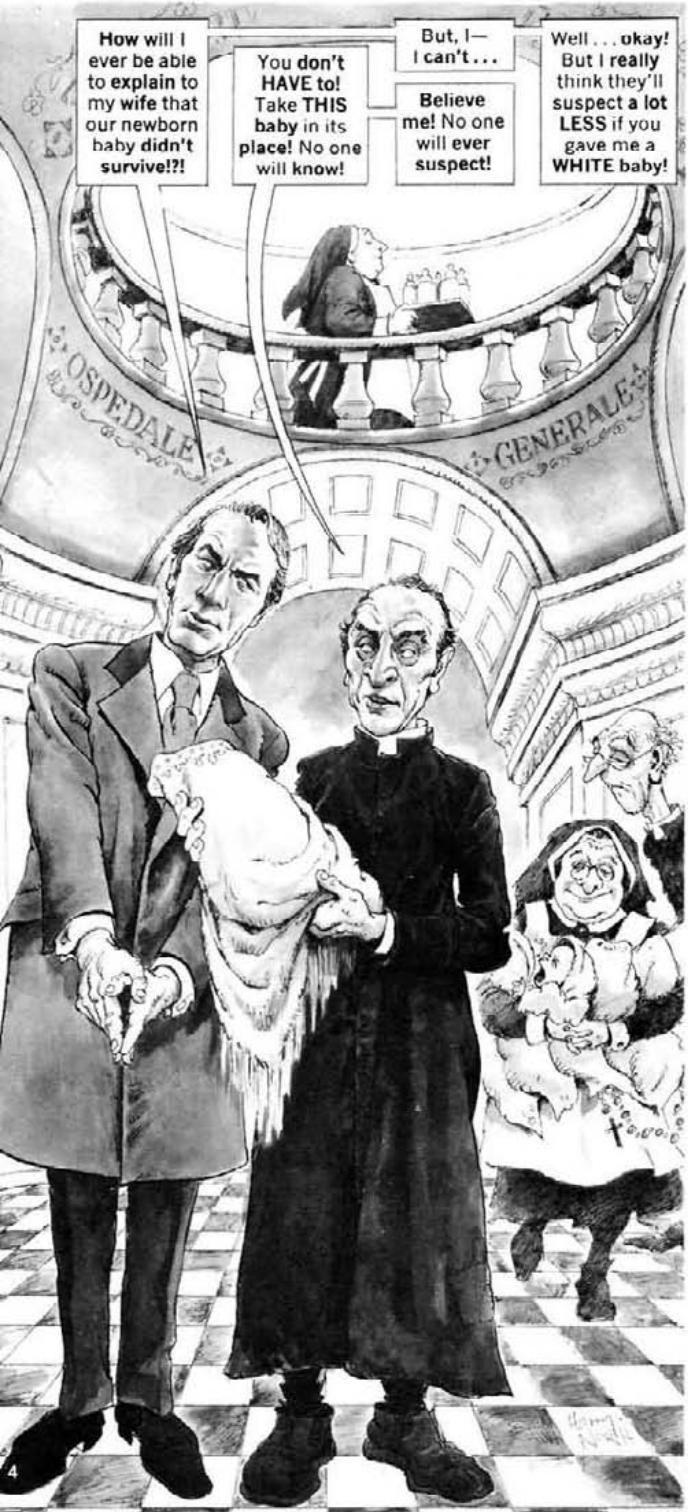
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PECK'S BAD BOY DEPT.

The Devil means big business for the movie industry these days. First came "Rosemary's Baby" . . . then "The Exorcist" . . . and now, this latest film. It's apparent movie fans go for

# THE O



# MENOUS



How old is the baby today?

He's three panels old!  
Three panels??

That's the way we show the passage of time in a magazine!

Look! The maid just jumped out the window and HUNG HERSELF!

Aren't you upset about this, Mr. Ambassador?

Not really! After all, she did it on her own time! This IS her lunch hour!



ARTIST: HARRY NORTH, ESQ.

WRITER: DICK DE BARTOLO

I must talk to you about a most urgent matter!

I gave at the office!  
But this IS your office!

In that case, I gave at home!  
Listen to what I have to say, Mr. Ambassador! You are in serious trouble! You must turn to HIM above! You must drink His blood and eat His body!

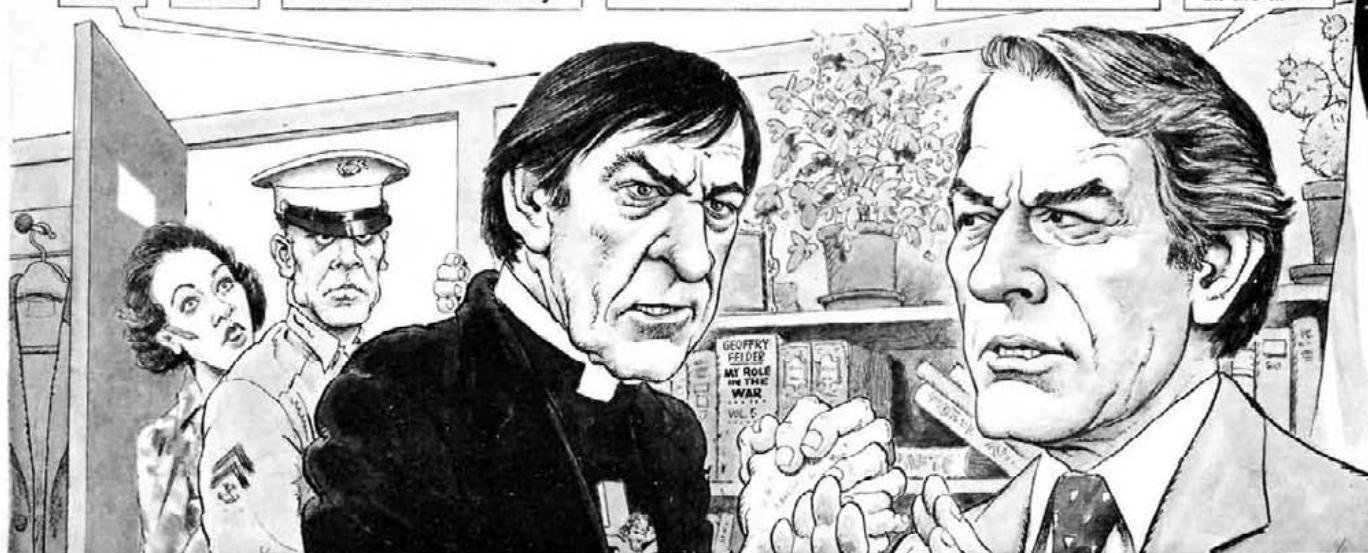
Too late! I just had a frankfurter and an orange!

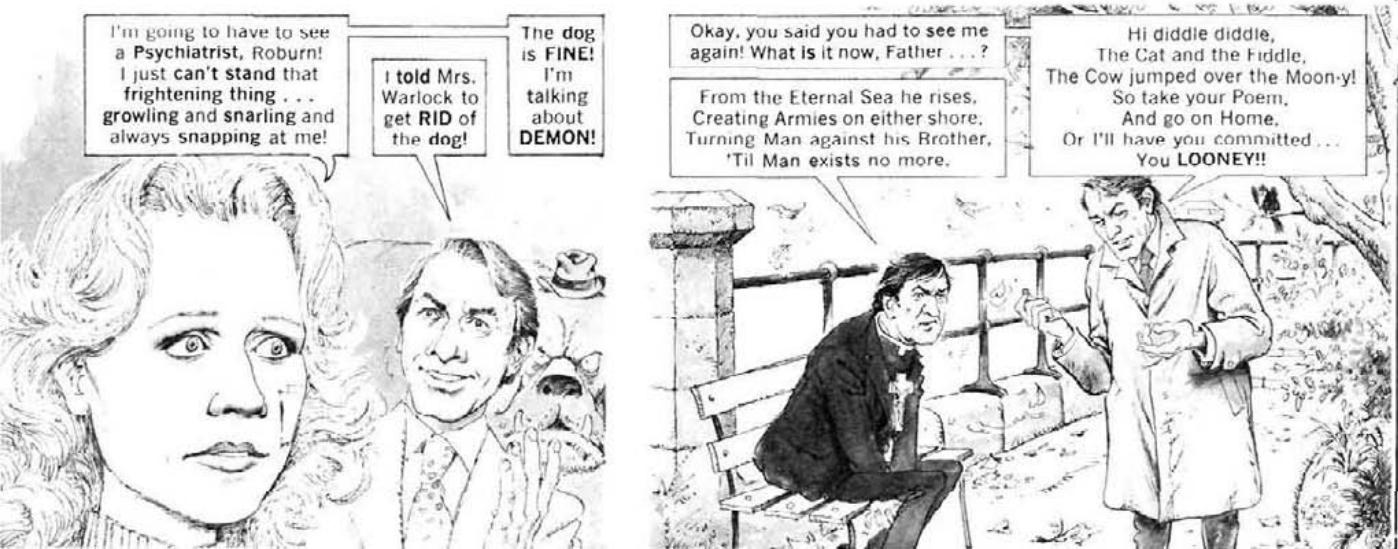
You don't understand! Your son is Satan . . . Lucifer . . . Beelzebub . . . Mephistopheles . . . The Demon of Darkness!

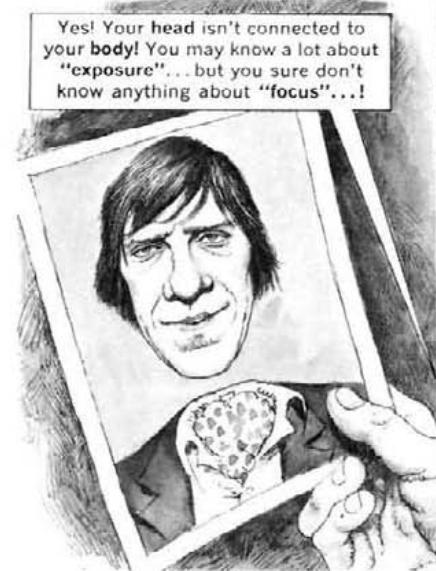
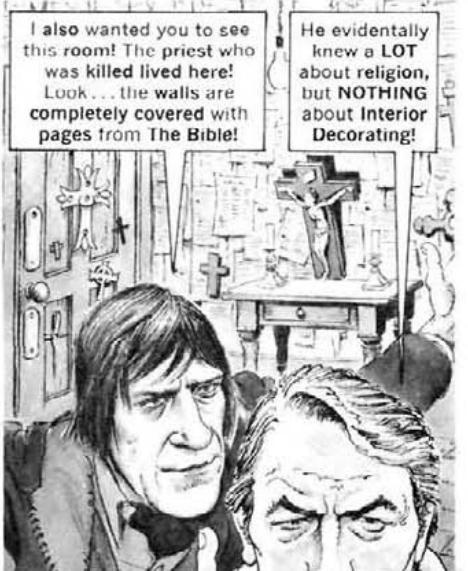
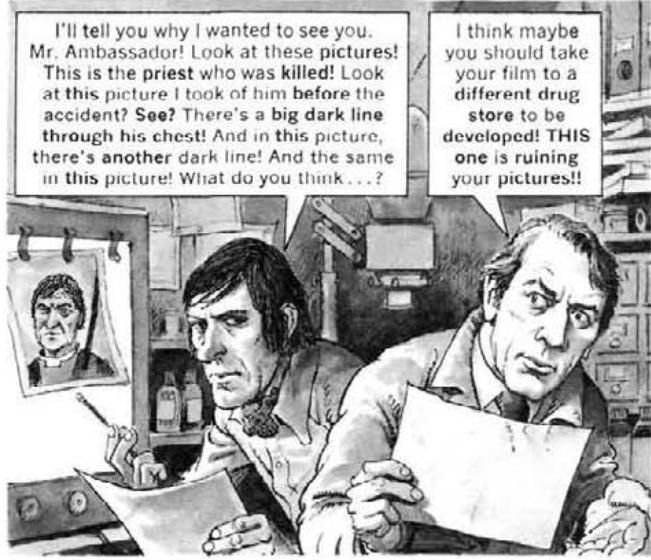
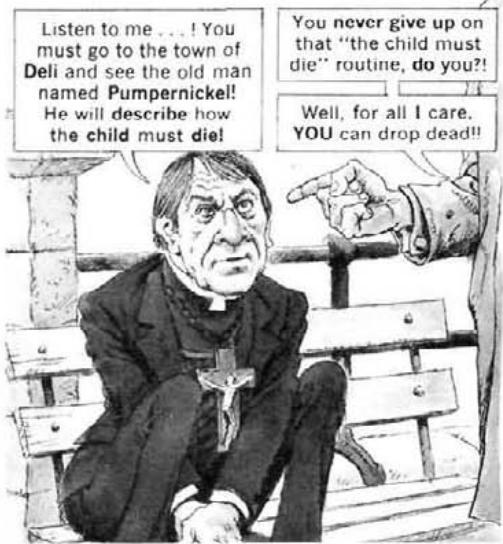
Now that you mention it . . . he HAS been acting like a little DEVIL lately . . .

Ah-HAH!! Then you BELIEVE ME???

I believe your collar may be on a little too tight! Kids can't be angels all the time!







I'm looking for the birth records from five years ago. Sister, but I understand there was a fire! Did the records burn?

No... they were stored in the basement—

Thank God!

—where they were ruined by the water they used to put out the fire!

Well, there was a priest here five years ago! He was tall... good looking... with beautiful piercing eyes and dark skin—

Please! Stop!  
You know who I mean???

No... but you're turning me ON!!

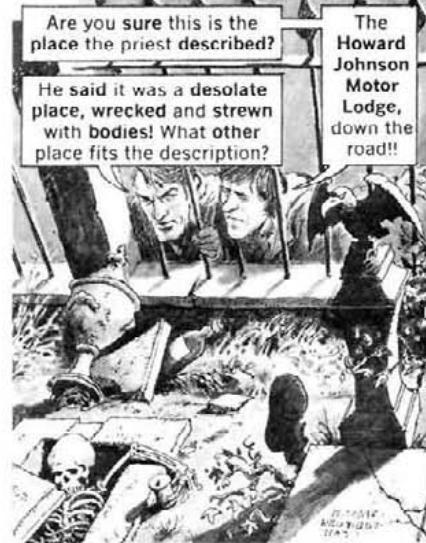
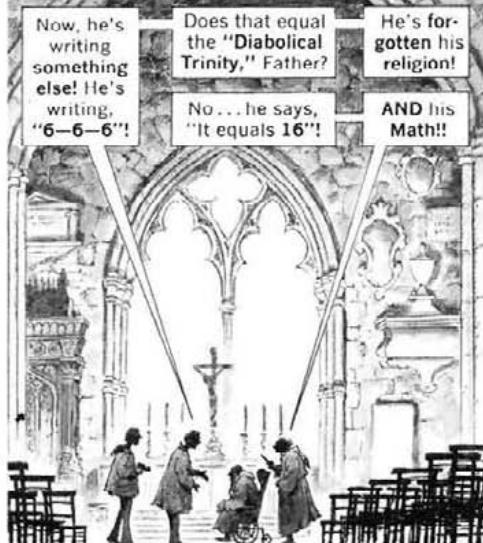
The priests of the Monastery at Las Zagna were right! Father Splatto IS here! That's him!

Good Lord, What happened to him?

He—he fell from Grace!  
But... that doesn't explain his terrible condition!!

Grace was on the fifth floor! He was visiting her when the fire broke out!

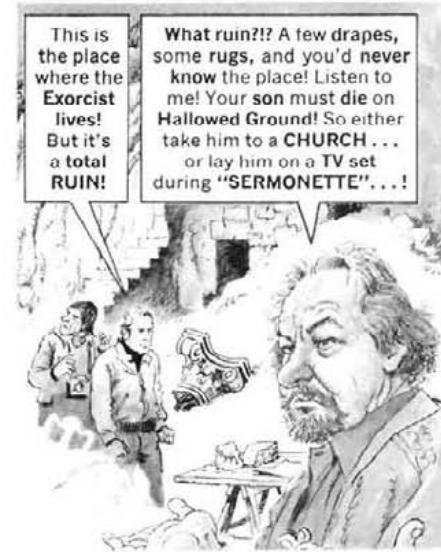
He can't talk! He just writes!

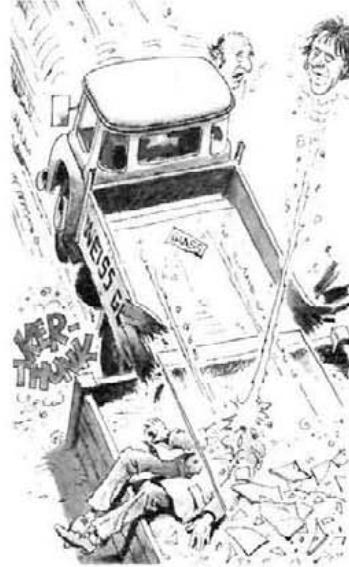




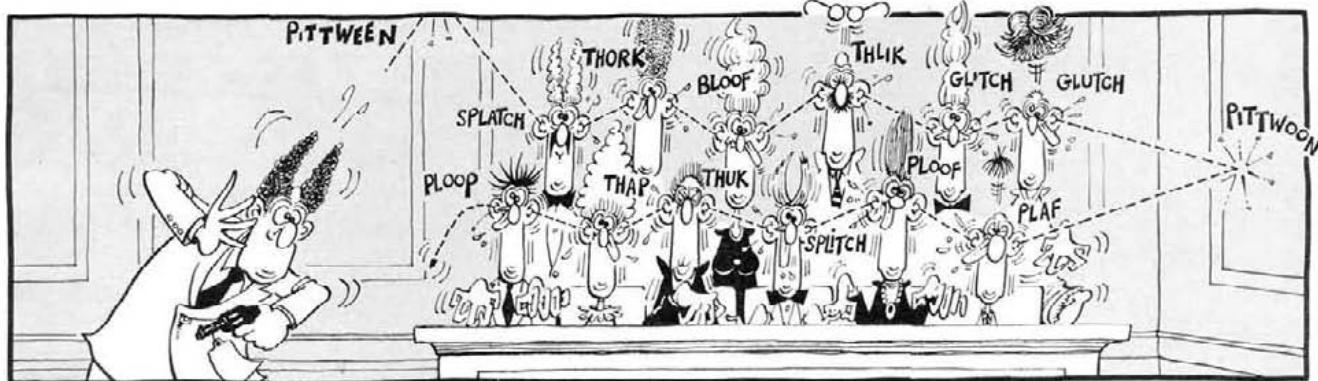
Mrs. Warlock... how come, when I said I have to leave the hospital immediately, THAT's the order you decide to obey???

I mean, you didn't have to take me LITERALLY-Y-Y-Y—

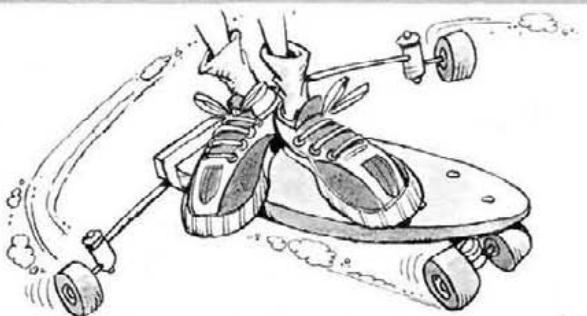




# ONE MORNING IN A COURTROOM



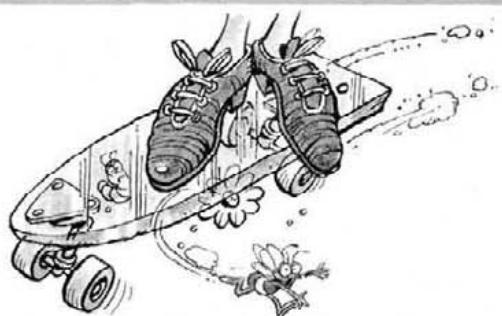
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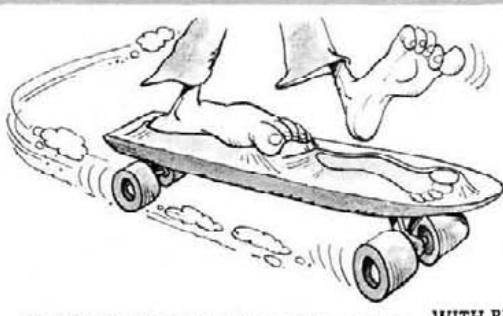
BEGINNER'S TRAINING SKATEBOARD



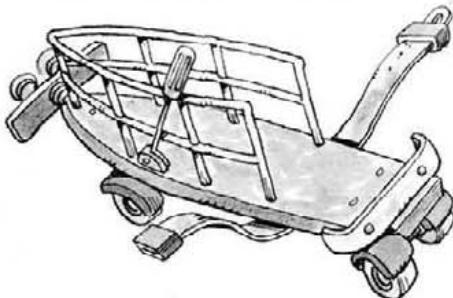
WINTER SKATEBOARD



GLASS BOTTOM SKATEBOARD



ORTHOPEDIC SKATEBOARD WITH BUILT-IN ARCH SUPPORTS



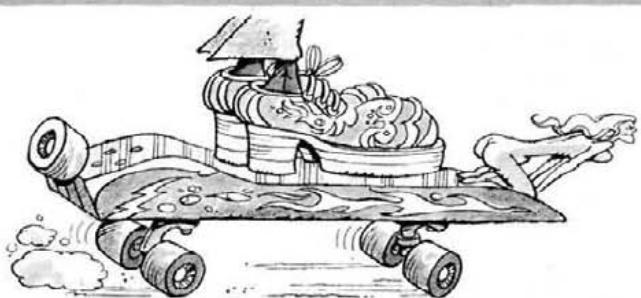
SISSY'S SKATEBOARD



MASOCHIST'S SKATEBOARD



LATIN-AMERICAN SKATEBOARD



PIMP'S SKATEBOARD

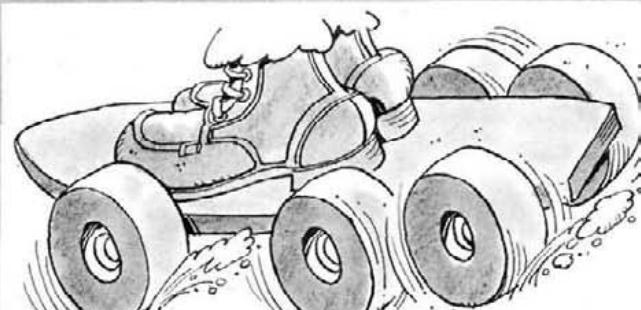
# ED' SKATEBOARDS

ARTIST: BOB JONES

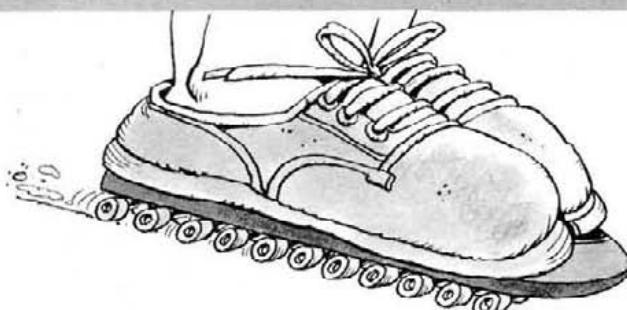
WRITER: PAUL PETER PORGES



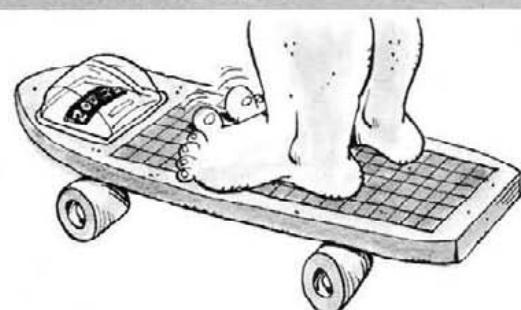
AMPHIBIOUS SKATEBOARD



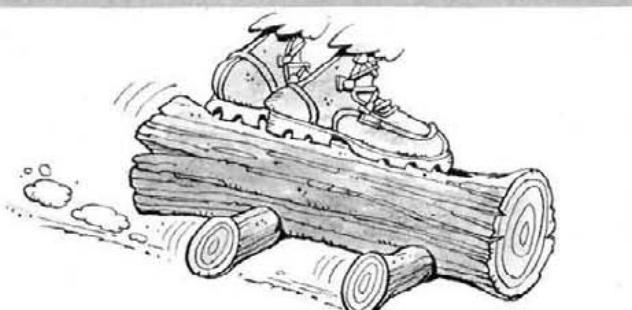
OFF-ROAD SKATEBOARD



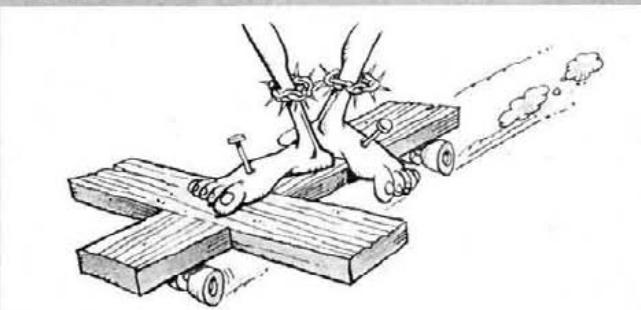
VERY FAT PERSON'S SKATEBOARD



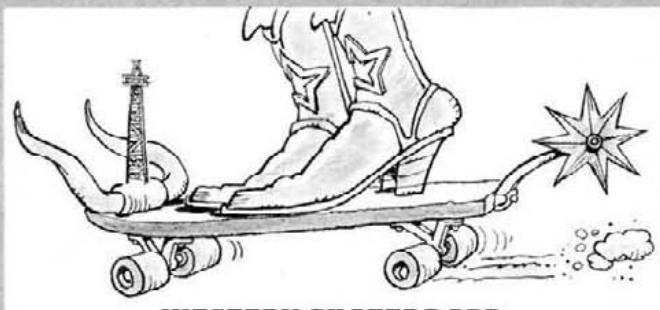
WEIGHT-WATCHER'S SKATEBOARD



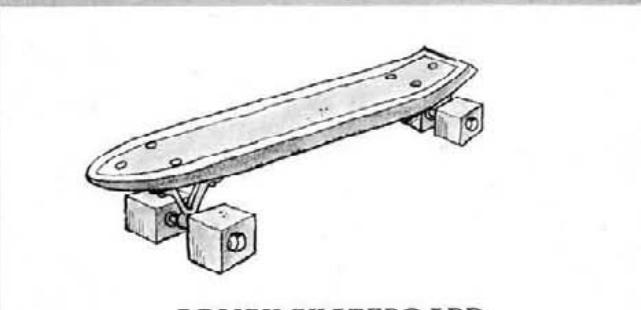
BACK-PACKER'S SKATEBOARD



RELIGIOUS FANATIC'S SKATEBOARD



WESTERN SKATEBOARD



POLISH SKATEBOARD

A favorite Grown-Up complaint is that kids today don't know or care what's going on in the world. Well, what do they expect? A whole generation is being raised on the confusing double-talk of TV News. And maybe Parents can con themselves into thinking they understand all those mysterious new

# A LITTLE KID UNDERSTANDI

Detente



... is like when the Class Bully agrees to stop threatening to beat you up after you promise to do all his Math homework on your new calculator.

Classified Information



... is like the kind your Teacher writes in a note to your Parents, and then seals the envelope so you can't find out what it is, even though you're the one she's written about.

The Domino Theory



... is a Grown-Up term for what happens when your Dad's Boss is forced by his Wife to sleep on the sofa, which makes him yell at your Dad all the next day, which makes your Dad get bombed on his way home from work, which makes your Mom send you upstairs to your room so you won't hear what happens next.

Granting Diplomatic Recognition



... is like when you invite a kid to your Birthday Party—even though you don't like him very much—because you know he'll bring an expensive present.

words and bewildering new phrases of the TV Newscaster . . . but their kids are too honest to do that. They're the first ones to admit that they need help in deciphering the indecipherable. And so . . . MAD rushes to the aid of the younger generation with this vital Public Service Feature entitled:



# 'S GUIDE TO NG THE NEWS

ARTIST: JACK DAVIS  
WRITER: TOM KOCH

## Deficit Spending



... is like when you borrow so far ahead on your allowance that you can't ever get out of debt, unless you grow up to be the only 44-year-old person still getting an allowance.

## A Conflict of Interest



... is like when you're assigned as the Honorary Hall Monitor to see that nobody snitches stuff out of the lockers, and you're the main one who's snitching stuff.

## School Desegregation and Forced Busing



... are really the same thing. Adults have merely given it two different names so that those who are for it and those who are against it can both make it sound as if the other side is wrong.

## A Consumer Boycott



... is when all the Mothers get together and agree not to buy stuff their kids love to eat until the prices come down. (Oddly enough, Consumer Boycotts are never called to protest the rising costs of Grown-Up things like whiskey, beer and cigarettes.)

## A Covert Operation



... is what Grown-Ups call it when they get caught doing something they shouldn't do. By calling it that, they make sure of getting a medal instead of going to jail.

## Women's Liberation



... is a movement designed to convince everybody that girls with I.Q.s of 160 are as good as boys who can chin themselves 28 times without stopping.

## A.U.N. Cease-Fire



... is like when your Mom says it's okay to hit another kid if he hits you first, but not if he just looks like he might.

## Fringe Benefits



... are like when you agree to clean out your neighbor's garage for a lousy 50¢ cash because you know there's a whole stack of *Penthouse Magazines* under all that junk.

## Declaring Bankruptcy



... is like when you owe money to all of your friends, and you announce that you're not going to pay it back, but they can't hit you right then because your Father is with you.

## Senior Citizens



... are what Middle-Aged People call Old People when they want to get rid of them without hurting their feelings.

## Bipartisanship



... is like when your Mom and Dad are both so completely against letting you take up "Hang Gliding" that there's no point in trying to play one of them off against the other.

## An Unannounced Candidate



... is like what you are when you see a girl you want to date real bad but you're scared to ask her until her brother can almost guarantee that she won't say "NO!"

## A Nuclear Deterrent



... is like when your folks buy a dog just so they can put a "Beware Of The Dog" sign on the front gate to scare away strangers ... they hope.

## Strategic Arms Limitations



... is like when two guys agree to throw away so many weapons, they barely have enough left to kill each other more than once.

## A Recession



... is when your allowance stays the same for a long time because your Father asked for a raise and got turned down.

## A Depression

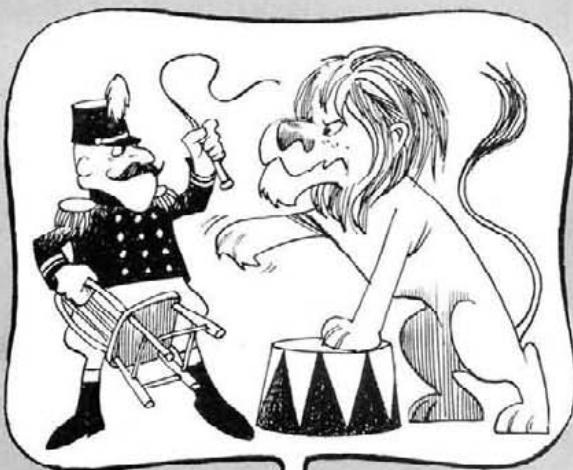


... is when you don't get any allowance at all for a long time because your Father asked for a raise and got fired.

# MORE WHAT'S T



ARTIST: BOB CLARKE





# HE STORY...?

WRITER: DON EDWING



## ► Ball Bearings—Used

QUEEG, CAPT. PHILIP

Never Out of Stock

"You're In Good Hands  
With Captain Queeg!"

Give Him A Trial

171 Caine Blvd. .... WOUk 4-4456

## ► Blood Banks

DRACULA, COUNT

Withdrawals by Appointment

MEET THE COUNT

YOU'LL LIKE HIS PERSONAL TOUCH  
HE'LL GO TO BAT FOR YOU

"No Ordinary Fly-by-Night Organization"

5 Transylvania Estates  
(Located near all the main arteries)

SToker 5-1122

## ► Candlesticks, Retail

Nimble, Jack B.

8 Quick St.

MOthergoose 3-9803

## ► Criminals

The Crooked Man

41 Nursery St.

MOthergoose 6-2133

## ► Dieticians

SPRAT'S SLENDERIZING SALON

The Only Clinic Offering

TWO GUARANTEED SYSTEMS  
FOR LOSING WEIGHT  
WHILE EATING ALL YOU WANT

## PLAN 1

Jack Sprat's High-Protein,  
Low-Fat, Lean-Meat Diet

## PLAN 2

Mrs. Sprat's High-Fat,  
Low-Protein, Fat-Meat DietTry Either One! Between the Two,  
You'll Lose Weight While You  
Lick The Platter Clean!

15 Regimen St. .... MOthergoose 5-1677

## ► Door Knockers

Raven Associates

15 Dreary Lane

POe 4-7761

## ► Exterminators

VEXING PESTS ELIMINATED  
WITH IMPFCABLE TASTE

JAMES BOND

"Extermination with Elegance"



The mere sight of a pest can be embarrassing, which is why beautiful home-makers employ my services. I liquidate the hideous creatures with elegant precision, employing the latest methods of my profession.

SUAVE DEBONAIR DISCREET

Chat with me about  
my fee over a  
bottle of Chateau  
d'Yquem '59.Fleming  
5-0007

Who says that the heroes and villains we read about in books are fictional? Recently, we came across a directory that proves that

# THE LITERARY

Valjean, Jean  
7 Rue de les Miserables .... HUGo 5-7747

## ► Child Care Centers

THE PIED PIPER

Kids Getting In The Way?  
Pay the Piper  
He'll Take Them Off Your  
Hands for Good

172 Rat Road .... HAmelin 6-9044

## ► Counseling, Family

CORLEONE, DON &amp; SONS

Troubled by—

DOMESTIC SPATS?  
DECIDING WHO'S "BOSS"!  
CONCERNED OVER MONEY?Let Our Experienced Staff Eliminate  
Your Problems PERMANENTLY

Call PUzo 7-6464

18 For a Trial  
Cosa Nostra  
Blvd. Offer You Can't  
Refuse Guaranteed  
Results—  
OR ELSE!!

## ► Counseling, Sex

PORTNOY, ALEXANDER

Intimate Knowledge of Kinky Capers,  
Freaky Fooling-Around and  
Raunchy Romancing  
Got a Complaint?YOU'RE IN GOOD HANDS WITH  
PORTNOY

17 Liver Lane .... ROTH 5-7336

## ► Electricians

FRANKENSTEIN &amp; SONS

WHEN IT COMES TO REWIRING,  
YOU NEED THE PERSONAL TOUCHof  
FRANKENSTEIN  
& SONSNO PROBLEM  
TOO HUGE NO JOB TOO  
MONSTROUSNO INSTALLATION  
BEYOND OUR CONTROL18 Cathode  
Street EasyCredit Terms  
Call  
KARloff 4-0965  
Now!

## ► Encounter Groups

Jekyll & Hyde Club  
15 Split St. .... STEvenson 6-5123

## ► Escorts, Female

MARION, MAID

Years of Experience  
Making Merry Men Merrier

876 Sherwood Lane .... QUiver 6-0094

Camptown Ladies  
5 Doodah St. .... FOster 4-5574

## ► Exorcists

FAUST, DR.

"If You Can't Fight Him,  
Join Him"

11 Gounod St. .... MEphistopheles 4-8838

HAMMER, MIKE

"I DON'T MESS AROUND!"

"Call me and my assistant, Roscoe, and the filthy, stinking, rotten, lousy rats, insects and other assorted creeps will wish they'd never been born! My gun is quick!"

TOUGH BRUTAL BLOODY EFFICIENT  
Results Absolutely Guaranteed

186 Rubout St. .... SPillane 3-3479

## ► Fund-Raising Organizations

ROBIN HOOD &amp; ASSOCIATES

NEEDY CAUSES OUR SPECIALTY

We Have A Way Of Getting To  
The Fat Cats With The  
BIG MONEY

All-Inclusive Service

We Get the Money—We Spread it  
Around—We Charge No Commission  
Other Than Being Hailed as Glorious  
Examples of Nature's Noblemen

YOU SET THE TARGET! WE'LL HIT IT!

By Appointment to His Majesty  
King John of England

88 Sherwood Ave. .... QUiver 5-6655

## ► Hair Removing—Electrolysis

Rapunzel's Salon  
199 Tower Road .... MOthergoose 1-7747

## ► Hangers

DEEVER, DANNY

"I know all the ropes"

85 Empire Street ..... Kipling 6-7533

## ► Head Shops

Crane, Ichabod  
151 Sleepy Hollow

IRving 4-3345

## DEFARGE, MADAME

Life Seem Dull? Let Me Put You  
In A Different World!

Low, Low Rates!  
"Only A Drop In The Bucket"

"She's the rage of Paris!"  
—S. Carton

44 Rue de Guillotine ..... Dickens 8-6548

Salome's  
3 John St.

Platter 3-1015

## ► Hell-Raisers

Juan, Don  
17 Satan Ave.

SHaw 5-0086

these so-called "made-up" characters are as real as you and I. If you don't believe it, merely browse through these entries in . . .

## ► Matchmakers

ST. IVES MATRIMONIAL SRVC.

Have I Got A Wife For You?  
Not Three, Not Four, Not Five, Not Six,  
But **SEVEN** To Choose From  
Each Completely Outfitted With  
Sacks, Cats & Kits  
Call MOTHERGOOSE 3-9987 and ask for  
THE MAN FROM ST. IVES

## ► Men's Underwear

Silver, "Long-John"  
16 Hawkins St. ..... STevenson 4-9834

## ► Odd Jobs

HERCULES

I can kill lions, burn snakes, capture  
boars, kill monstrous birds, clean  
stables, even destroy icky creatures  
and locate three-headed dogs.

Small Wonder People Call Me  
THE "CAN-DO" KID

12 Just Dial OLYMPUS 6-3836  
Laborers and ask for  
Blvd. The Great One

## ► Operators, Small-Time

Black Sambo, Little	NURsery 3-6667
9 Uncle Tom Ave.	
Bo-Peep, Little	MOTHERGOOSE 3-7277
5 Meadow St.	
Boy Blue, Little	MOTHERGOOSE 8-9908
13 Haystack St.	
Eva, Little	STowe 5-9978
77 Sob St.	
Fauntleroy, Little Lord	DISINHERITED 5-8505
3 Sob St.	
Finn, Huck	TWain 4-1867
12 Sawyer Ave.	
Horner, Little Jack	MOTHERGOOSE 4-9566
6 Plum St.	
Muffet, Little Miss	MOTHERGOOSE 4-3342
3 Turret Terrace	
Red Ridinghood, Little	MOTHERGOOSE 5-0914
12 Wolf St.	
Tucker, Little Tommy	MOTHERGOOSE 3-9113
4 Melody Lane	
Women, Little	ALcott 6-7656
4 March Place	

## ► Paper—Wholesale

PICKWICK, SAMUEL  
21 BOZ ST. ..... DICKENS 4-7444

# YELLOW PAGES

WRITER: FRANK JACOBS

## ► Impotence Cures

ADHEM, ABOU BEN

Got an Impotence Problem?  
Call ABOU BEN ADHEM  
And Watch Your Tribe Increase  
61 Poesy Drive ..... PAnacea 4-3826

## ► Junkyards

THE TINMAN

"I am a one-man operation  
carrying a complete line  
of useless rusted parts."

"My Competitors Call Me Heartless,  
But Don't Believe Them!"

3 Yellow Brick Road ..... OZ 5-8211

## ► Jewelry, Antique

Frodo, Inc.  
11 Hobbit Lane ..... TOLKIEIN 5-7455

## ► Massage Parlors

ALADDIN'S HOUSE OF PLEASURE

RUBS ARE OUR SPECIALTY

Try One  
And You'll Feel  
Like A Million Dollars

YOUR WISH IS OUR COMMAND  
"Genial" Service

14 Sinbad St. ..... BAghdad 7-2630

## ► WHATEVER THE JOB TOM SWIFT CAN DO IT!

Houses Torn Down Smashingly;  
Paintings Restored Artfully; Gloves  
Cleaned Offhandedly; Men's Clothes  
Repaired Suitably; Footballs Fixed  
Passably; Wild Animals Shot Gamely;  
Shirts Laundered Unshrinkingly;  
Dungeons Constructed Cagily; Skin  
Blemishes Diagnosed Rashly; Chickens  
Defeathered Pluckily; Burials  
Performed Gravely; Business Meetings  
Set Up Conventionally; Small  
Boats Built Craftily; Flattery Given  
Complimentarily; All Tips Received  
Gratuitously.

EVERY JOB PERFORMED SWIFTLY  
33 Adverb Place APPLETON 2-5280

## ► Operators, Big-Time

BUNYON, PAUL  
33 Northwoods Ave. ..... AX 5-3641

GULLIVER, LEMUEL

NO JOB TOO BIG  
Crushing The Competition  
Is My Business

15 SWIFT 3-8864  
LILLIPUT Lane If tied up, call  
SWIFT 3-4688

## ► Pharmacies

### FEELIN LOW?

HEIGH HO—HEIGH HO—  
IT'S OFF TO WORK ON YOU WE GO!

We Employ Seven Pharmacists  
Each A Specialist In His Own Field



For Tranquilizers  
Ask For SLEEPY



For Barbiturates  
Ask For HAPPY



For Allergies  
Ask For SNEEZY



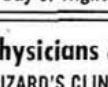
For Depressants  
Ask For GRUMPY



For Hard Drugs  
Ask For DOPEY



DOC—Head Pharmacist  
BASHFUL—Assistant



DWARF DRUGS—7 Disney Lane

Day or Night Call GRIMM 7-7777

## ► Physicians & Surgeons

THE WIZARD'S CLINIC

TRANSPLANTS ARE OUR SPECIALTY  
HEADS HEARTS NERVES

Whatever You're Missing, We Can Supply

"The Wizard Sure Knows His Stuff!"  
—The Scarecrow

99 Yellow Brick Road

OX 6-4000

## ► Priests, Acrobatic

FATHER WILLIAM

Standing On My Head  
And Feeling Younger By The Day  
172 Nonsensical Mews ... Carroll 6-7465

## ► Public Relations

ALDEN, JOHN

Having Trouble Getting Your Message  
To The Right People?

I Can Say It Better And  
Get Results You Never Dreamed Of

"My business was in trouble, so I gave it to  
John Alden, or was it the other way around?"  
—M. Standish

18 Plymouth Dr. .... Longfellow 5-6722

GRAY, DORIAN & ASSOCIATES

What Kind of Picture Are You  
Presenting To Your Customers?



No Matter How Bad Things Are,  
We Can Make Them Look Better

SPECIAL FEE ARRANGEMENTS  
Pay Nothing Now—Everything Later

416 Dissipation Dr. .... Wilde 4-9702

## ► Real Estate Management

KING ARTHUR & ASSOCIATES

DEEDS AND TITLES  
OUR SPECIALTY

14 Camelot Road .... Excalibur 4-7741  
Special Knight Number GALahad 6-9983

## ► Restaurants

HUMPTY DUMPTY'S EGG EMPORIUM

"I Throw Myself Into My Work"

467 Wall St. .... MOthergoose 4-8862

## ► Reweaving

Invisible Man  
104 Bandage Blvd. .... RAins 4-9005

## ► Shoe Repair

ACHILLES, INC

Damaged Heels Our Specialty

19 Tendon Ave. .... Olympus 5-2927

## ► Side-Show Attractions

MOWGLI

The ORIGINAL Wolf-Boy  
I Grow! I Bay! I Grunt!  
I Eat Raw Meat And  
Run On All Fours



And Yet I Retain All Those Warm,  
Wonderful, Human Characteristics  
That Make Me Immensely Loveable

14 Shere Khan Blvd. .... Kipling 3-6611

## ► Snoopers

De Bergerac, Cyrano  
55 Rue de Nostril .... RStand 4-9064

## ► Speech Therapy

Piper, Peter  
4 Peck Place ..... Pickledpeppers 3-0353  
Rumpelstiltskin Associates  
556 Troll Blvd. .... GRimm 5-9433

## ► Spirits—Retail

Marley, Jacob  
175 Scrooge Ave. .... Dickens 3-5671  
Muir, Mrs. Lucy  
18 Spectre Lane ..... NAutical 4-9087

## ► Streakers

GODIVA, LADY

More Than Just Another Naked Body  
GODIVA DOES IT BAREBACK  
and we do mean  
BAREBACK

15 Coventry  
St. .... MERCia 6-1016  
and ask for  
Tom

MERCURY

The God With The  
QUICKSILVER ROD

14 Zeus Blvd. .... Olympus 6-0092

## ► Tours & Travel

AHAB'S SEA VENTURES

We Guarantee A Whale Of A Time

Small Wonder  
We've Got A Leg Up On  
Our Competition

64 Moby  
Drive ..... Call Ishmael  
at  
MELville 7-9933

TARZAN'S TOURS

For Swingers Only

161  
Vine  
Street ..... Call BUrroughs 5-6492  
and ask for  
Cheetah

## ► Tomatoes, Ripe

Bowles, Sally  
5 Isherwoodstrasse ..... CABaret 2-0976

Buchanan, Daisy  
141 Grt. Gatsby Road ..... FITZgerald 4-6987

Chatterly, Lady Constance  
14 Dalliance Place ..... LAwrence 1-8847

Galore, Pussy  
15 Goldfinger Plaza ..... FLEMing 4-6694

Golightly, Holly  
3 Tiffany Place ..... CApote 5-0234

O'Hara, Scarlett  
85 Tara Drive ..... MITchell 4-7015

► Tomatoes, Rotten

Klubb, Rosa  
14 Kremlin St. .... FLEMing 3 7876

MacBeth, Lady  
14 Glannis St. .... SHakespeare 5-6565

O'Hara, Scarlett  
85 Tara Drive ..... MITchell 4-7015

Sharp, Becky  
60 Vanity Fair St. .... THackery 3-1916

## ► Trunks—Mfrs.

Babar, Inc.  
15 Halfgrown Ave. .... JUVenile 5 8845

## ► Uncle Toms

**YASSUH,**

**HERE HE BE!**

Don't Be Fooled By Imitations

**HIRE THE GENUINE  
UNCLE TOM**



**The ORIGINAL Devoted Darky**

Humble, Servile, Knowing  
His Place, Yet Providing The  
Expected Shuffling Dignity

151 Cabin St. .... STowe 4-8788

Joe, Old Black  
3 Gentle Voices Ave. .... FOster 3-3534

Remus, Uncle  
2 Zip-a-Dee-Doo-Dah St. .... HArris 5-2345

## ► Wake-Up Services

VAN WINKLE, RIP

"Not The Most Reliable Wake-Up  
Service In Town"  
Failing To Satisfy Customers  
For 20 Years

11 Catskill View ..... IRving 4-1718

WONDERLAND WAKE-UP, INC.

ALWAYS LATE  
FOR A VERY IMPORTANT DATE?

Don't Get Yourself In A Hole Because  
You Can't Wake Up

#15  
(Rear)  
Looking-Glass  
Place ..... Call  
CArroll 5-3836  
and ask for  
The White Rabbit

## ► Yes-Men

YES-MEN ASSOCIATES

Need A Reliable Assistant Who'll Tag  
Along And Never Get In The Way?

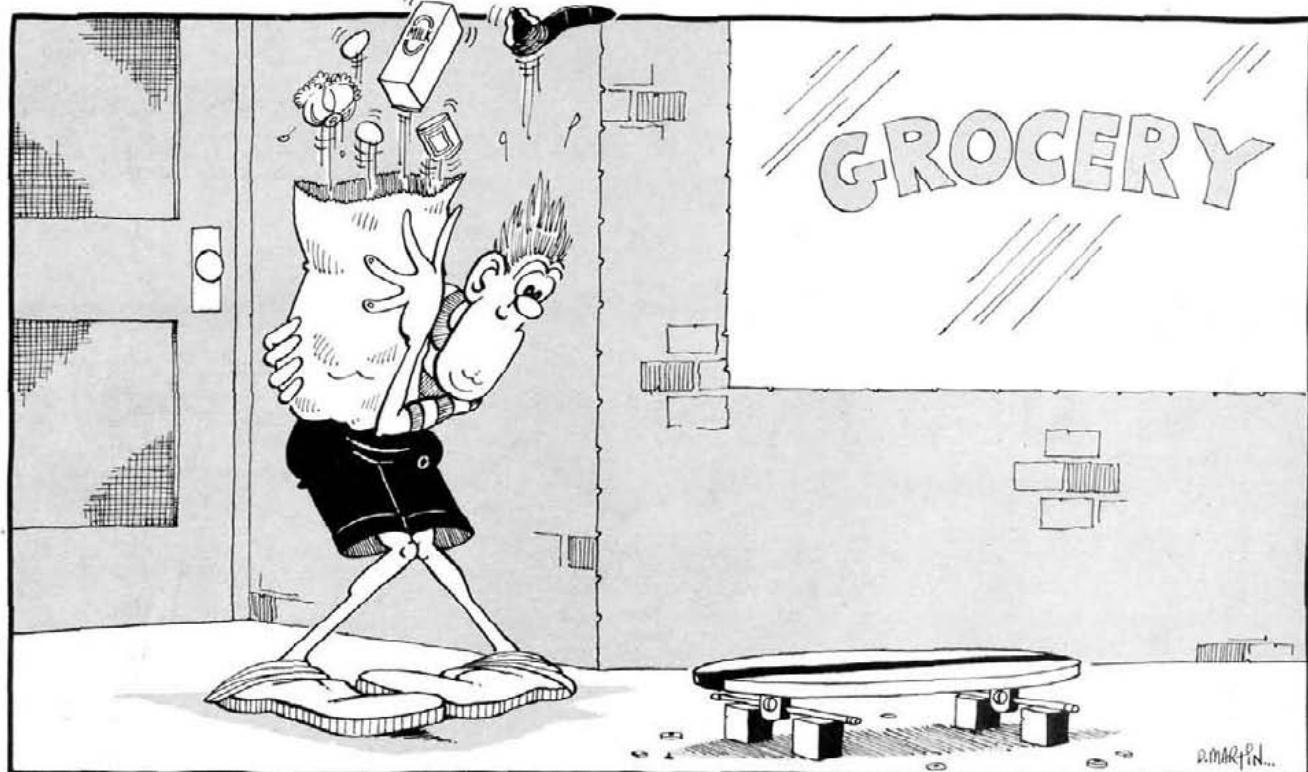
We Have A Huge Selection Of Harmless  
Helpers, Aimless Associates, Servile  
Sycophants And Just Plain, Not  
Overly Bright Guys

Make Your Selection  
From This Innocuous Choice

Sancho Panza	Pickering
Will Scarlet	Alan-a-Dale
Queequeg	Ashley Wilkes
Barkis	Hector
Dr. Watson	Friday
Piglet	Mr. Minniver

151 Supportive Rd. .... NEuman 1-2345

# ONE AFTERNOON WHILE RUNNING AN ERRAND





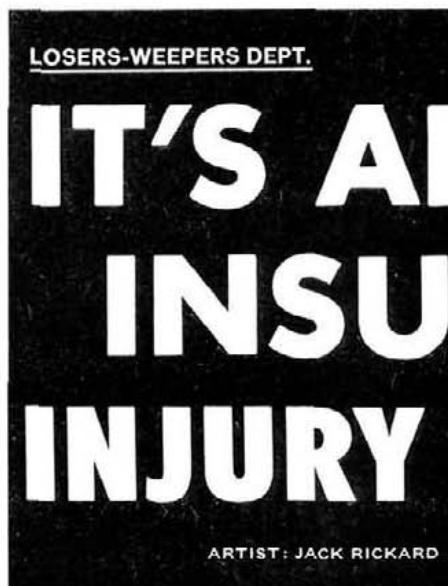
... you do everything you can to protect your President, and then he receives a full pardon, and you go to jail.



... you testify against a psychotic hood who's been shaking you down, and then he's found "Not Guilty."



... you join the Little League even though you hate Baseball because your Father says it will help you make friends, but after striking out and making errors all the time, all you do is end up making a bunch of enemies out of your teammates.



... in desperation, you call up a girl you don't even like, and you ask her for a date, and she turns you down.



... the class mongo uses you for a punching bag . . . and then you get suspended from school for fighting.



... you're the only one who doesn't score with the Class Swinger, and she names you as the father of her baby.



... you lose the top of your bikini, and nobody notices it.



... you're home from school sick, and your teacher sends you the classwork.



... the President preempts your favorite TV show, then announces a tax increase.

# ODDING LT TO WHEN...

WRITER: LOU SILVERSTONE



... you spring for some heavy bread to go to a Hair Stylist, and he does a worse job than your regular barber.



... you're the only one between the goal line and the guy who intercepted the pass you threw.



... you go broke feeding a slot machine all night, and some clown comes along, puts in 1 quarter, and hits the jackpot.

Son, this is a **competitive** society you're growing up in! So remember the rules!

"A winner never **QUITs**, and a quitter never **WINS**!"

"Show me a good loser, and I'll show you a **LOSER**!"

"Winning isn't everything ... it's the **ONLY** thing!"

Now do you understand about winning, my boy?

I sure do, Dad!

If they were running a contest of Hackneyed Cliches ... **YOU'D WIN!**



BERG'S-EYE VIEW DEPT.

**THE  
LIGHTER  
SIDE OF...**

**WIN**

WE WANT RIMSHAW!  
WE WANT RIMSHAW!  
WE WANT RIMSHAW!

Hey, you!  
Rimshaw!!

Yeah, Coach!  
Yeah ...

You sure got a lot of fans in  
the stands, yelling for you!!

Yeah, Coach! Yeah ...

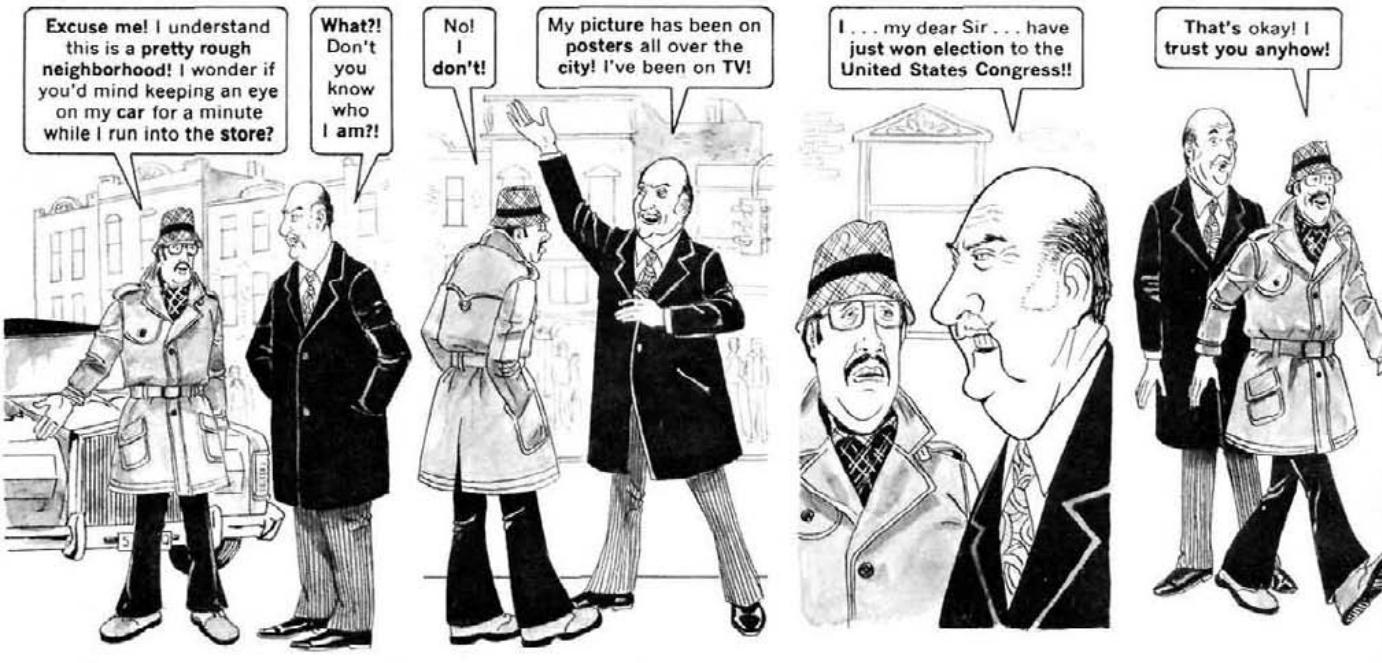
Well, go up there and see  
what the hell they want!!





# NING

ARTIST & WRITER:  
DAVE BERG







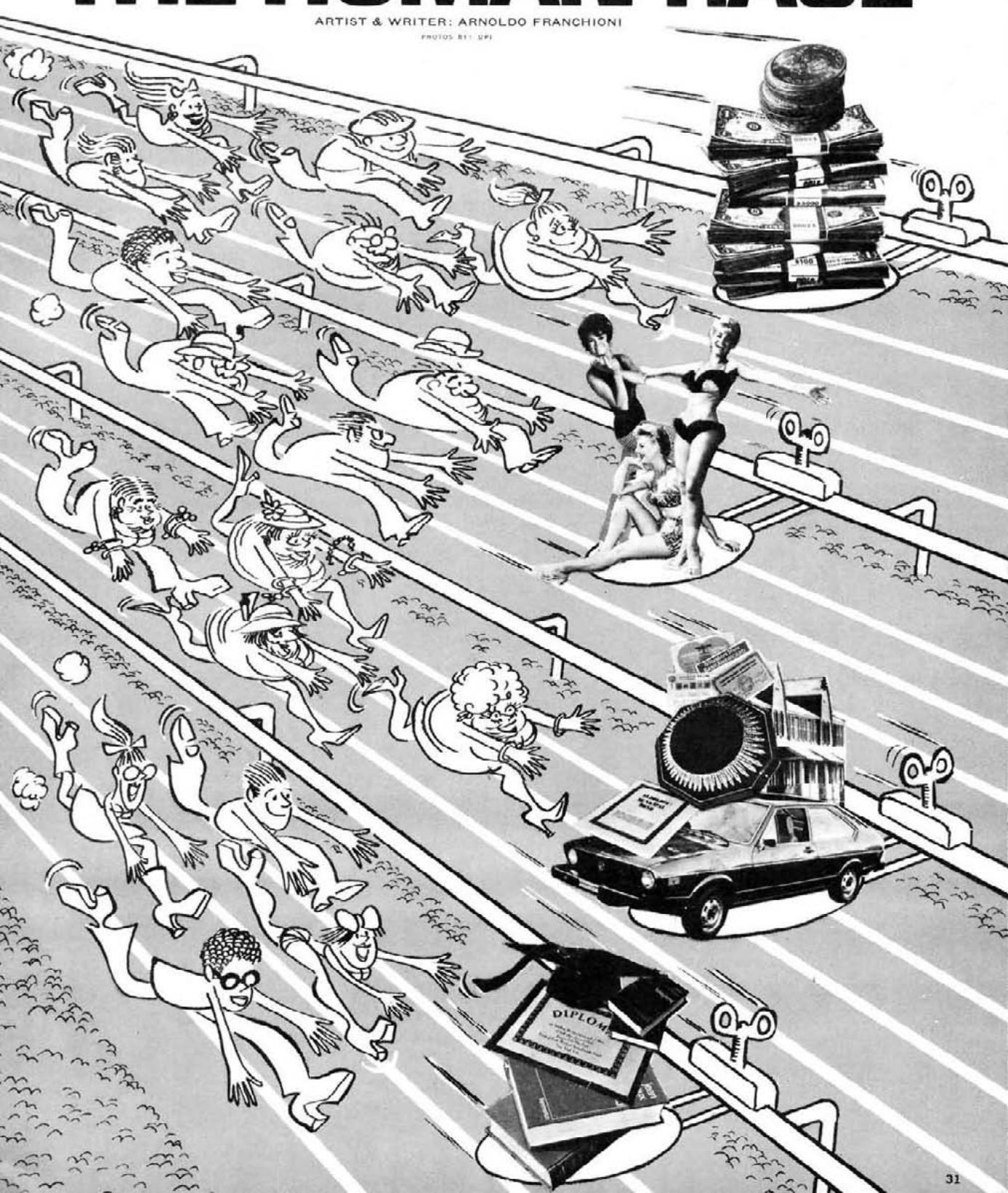


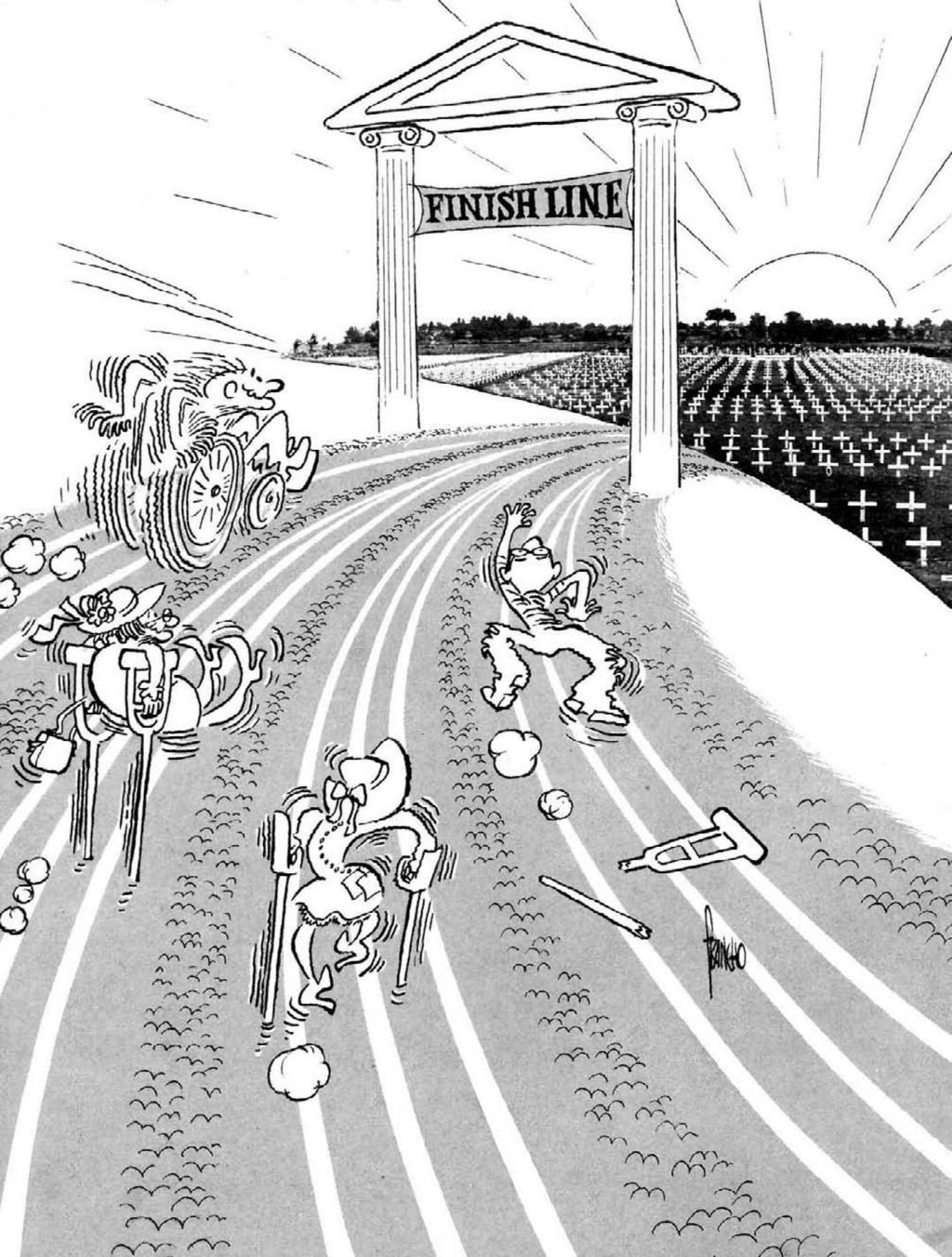
SEE HOW THEY RUN! DEPT.

# THE HUMAN RACE

ARTIST & WRITER: ARNOLDO FRANCHIONI

PHOTOS BY: UPI





FINISH LINE

BANG!

Okay, all you clods out there! So you think those "Polish Jokes" that you've been telling are hilarious...and you've been breaking up every time you hear how stupid and imbecilic Poles supposedly are?!? Well, we've got news for you! In Poland, they've got *their* favorite jokes...about *US*! And so, here, direct from the bars and coffee houses of downtown Warsaw, is the latest selection of

# AMERICAN JOKES THEY'RE TELLING IN POLAND

ARTIST: PAUL COKER, JR.

WRITER: FRANK JACOBS

Why does it take 3 Americans to change a lightbulb?



How can you tell when it's midnight at an American Airport?

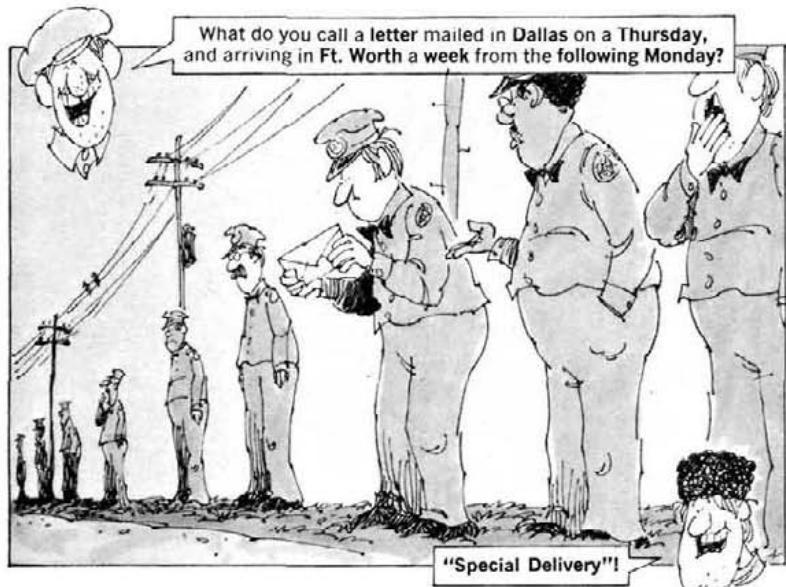
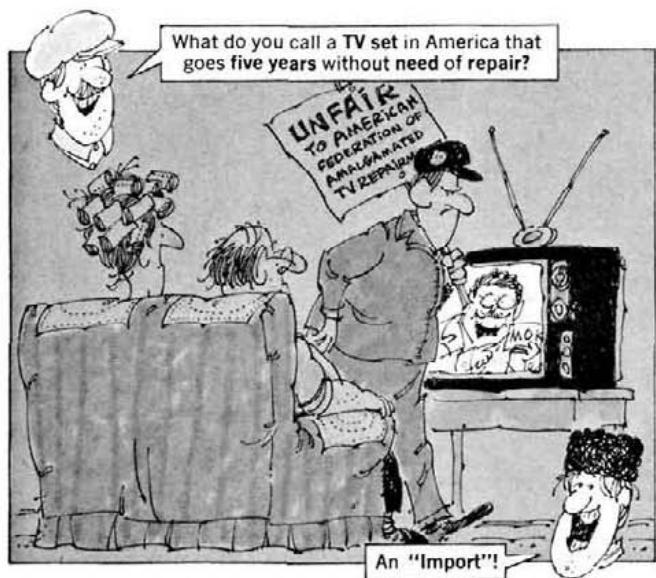


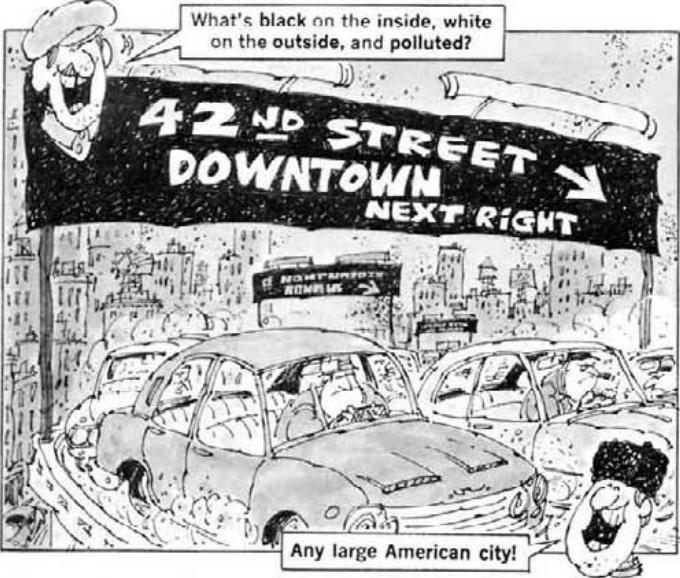
Why do American 18-year-olds take Sex Education Courses?



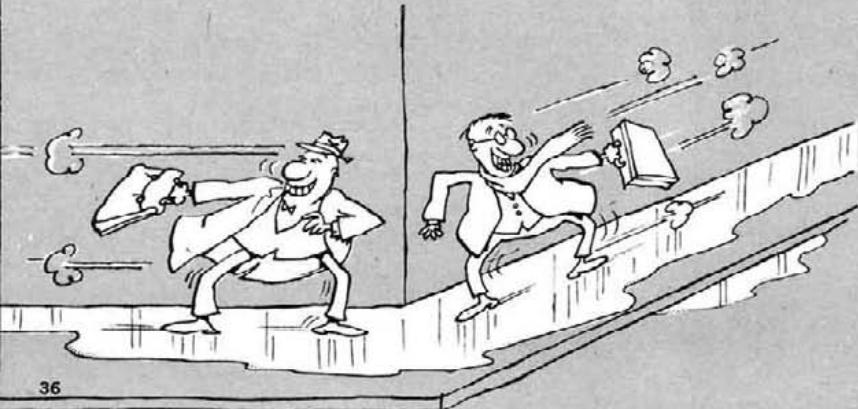
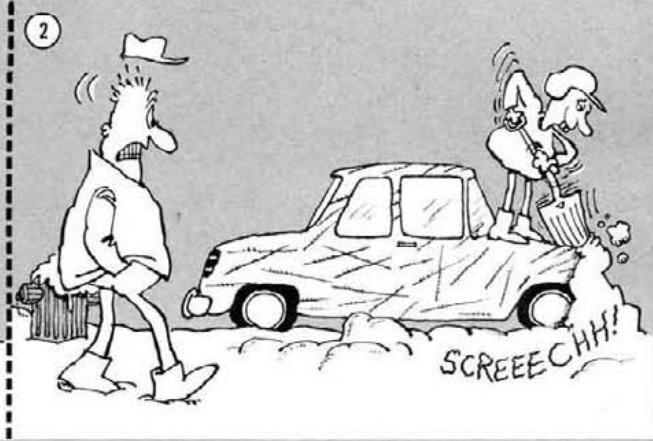
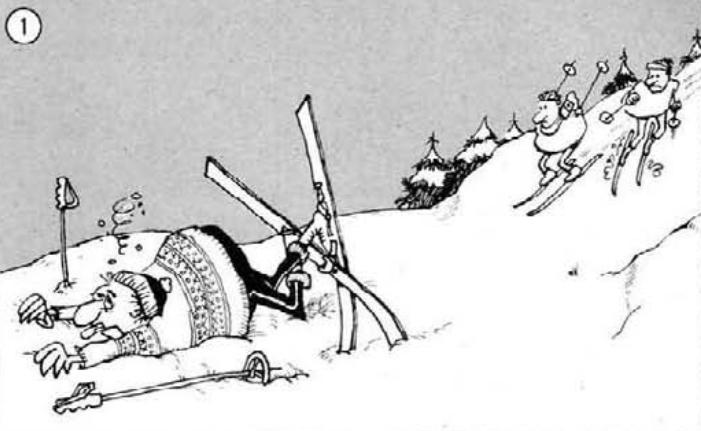
What's gray, sits on a window sill and hums, and dies mysteriously 91 days after you bring it home?

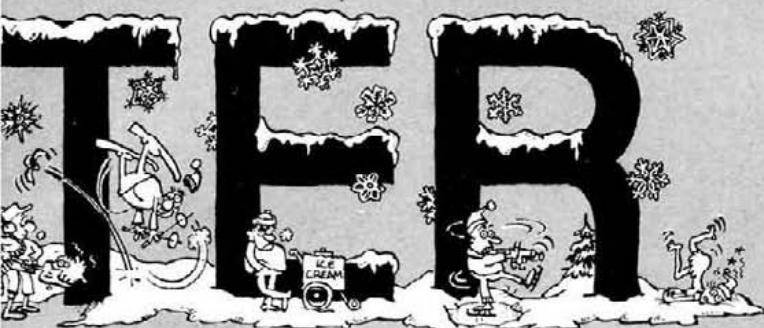




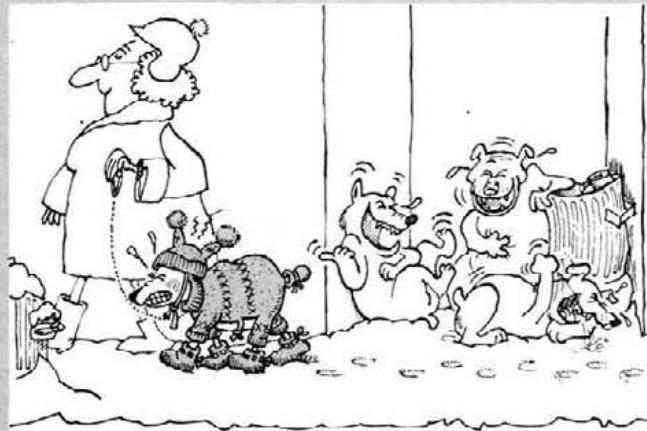
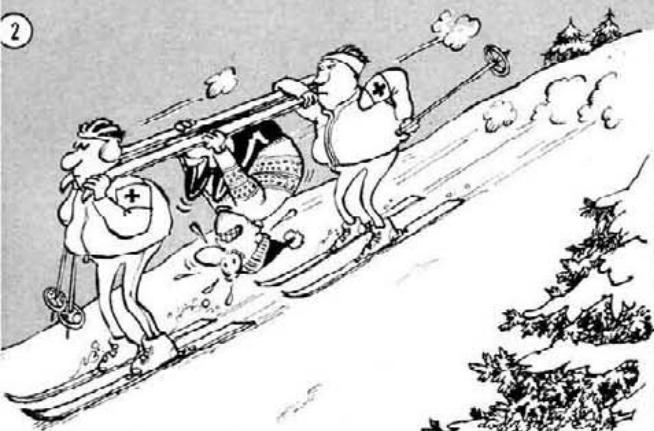


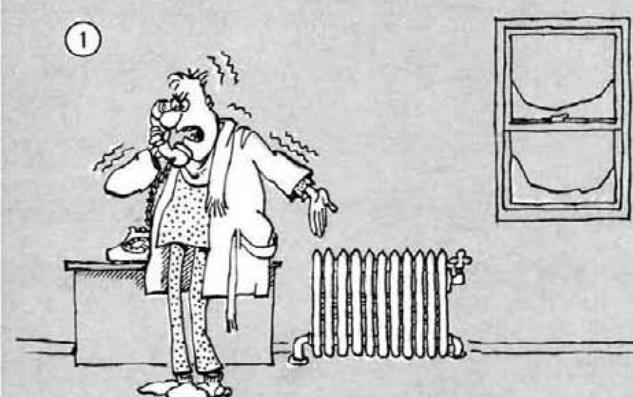
# A MAD Look At

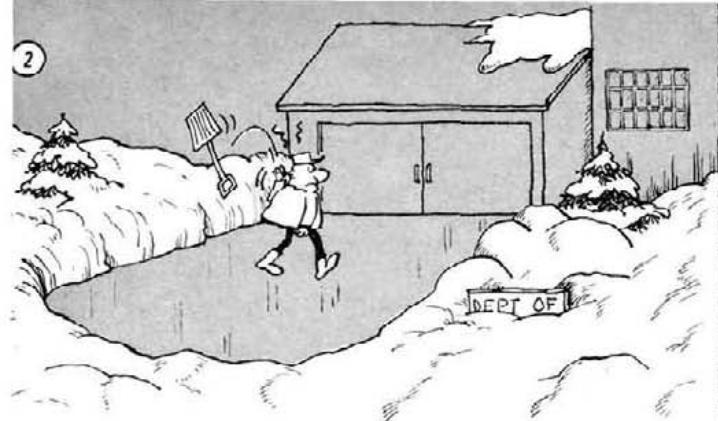




ARTIST & WRITER: SERGIO ARAGONES







## HIRE ASPIRATIONS DEPT.

Are you struggling with the problem of what career you should pursue when you grow up (and stop reading this childish trash)? Well there are hundreds of exciting new fields developing all the time! For instance, here's . . .

# A MAD LOOK AT SOME

# EXCITING NEW JO



## LOST LUGGAGE TRACERS

Airline companies with bigger planes, plus airline employees with smaller brains mean more and more incidents of lost or strayed luggage, which is resulting in exciting new opportunities for lovers of adventure . . . tracing missing two-suiters and carry-alls into remote areas of the world. If you have the wanderlust, you can cash in on this important new career opportunity. Apply now!

LOST AIRLINE BAGGAGE INSURANCE CORP.  
Paris London Rome Rio Brooklyn



## DEEP FREEZE MORTUARY ATTENDENTS

We have openings for the right people who don't mind working in sub-zero temperatures, serving the increasing number of people who are having their remains stored in the many Deep Freeze Mortuaries springing up around the country. A knowledge of Refrigeration Engineering in case of failure is not a necessity! Your salary paid in cold cash.

Apply: TEMPORAL REST CRYOLIC CRYPTS  
Birds' Eye and Swanson Sts., Nome, Alaska



## HOUSE PLANT THERAPISTS

House plant fanciers who are finding it difficult to carry on conversations with their beloved plants are hiring our experts to do their talking for them. If you have the gift of gab, not to mention a large amount of Carbon Dioxide in your breath, a well-paid, exciting career awaits you with us.

PROXY PLANT PALAVERS, INCORPORATED  
West Bobbling Brook, Pennsylvania



## NEW AEROSOL CAN PRODUCT CREATORS

No matter how much noise ecology freaks are making, our research shows that the American public loves and demands aerosol spray products. So if you've got any new ideas on things to shove into spray cans, you may have a bright future here at . . .

OH-OH-OHZONE SPRAY PRODUCTS  
BOX 1980, CHOKEOUS, ILL.



## Food Label Information Interpreters

Consumers, confused by today's complicated and tricky food labels are in dire need of assistance. Many Supermarkets are turning to our company, which supplies experts in the highly-skilled art of Food Label Information Interpretation. If you think you can tell whether an 18 1/2 oz. can with a 10-cent credit coupon is a better buy at 87 cents than a 2-pound can at \$1.32, we can use you in this exciting new important field.

SUPERMARKET CONSUMER ASSISTANCE CO.  
Pennywise St., at Poundfoolish Ave., City



## CITY PET TRAINERS

The vociferous objections of non-pet-owners plus the threats of more and more legislation, are making it increasingly difficult for dog and cat lovers to let their little dears make doo on city streets. You can make big money by teaching pets to use bathrooms like everybody else. Successful trainers are in big demand. Earn... while you learn our fool-poop method.

APPLY: THE DOGGIE DOO AND DON'T CORP.  
1 Oomlop Place Moundsville, Ga.



## SOCIAL WORKERS FOR UNEMPLOYED SOCIAL WORKERS

We are looking for experienced Social Workers to help us rehabilitate those Social Workers who have been laid off during the recent city budget cuts. So if you are an unemployed Social Worker, apply now and begin working at counseling other unemployed Social Workers (who, come to think of it, will no longer be unemployed because they'll be doing the same furshlugginer thing!)

DEPARTMENT OF SOCIAL WELFARE  
Self-Defeating Section, This City



## UNACCEPTABLE AIR DETECTORS

If you're seven feet or over, and you can't play basketball, we may be able to use you to help sniff out evidence of air pollution before it gets down to "normal-sized" people in cities around the country. Salaries are high and medical benefits are even higher. Send your height (resumes not necessary) to:

UNACCEPTABLE  
AIR DETECTING CORP.  
Box 235 High Scent, Pennsylvania

# B OPPORTUNITIES

ARTIST: AL JAFFEE

WRITER: PAUL PETER PORGES



## MUTILATED PUNCH-CARD RESTORERS

Ever increasing rates, coupled with ever decreasing quality of service, is causing many irate Utility customers to "fold, spindle or mutilate" the computerized bills we send out. If you have a talent for repairing minuscule objects, we are in dire need of your help. Sharp-eyed experts who can salvage the thousands of abused punchcards returned to us each month are being well-paid. Apply now to:

ABUSED PUNCH-CARD DIVISION OF YOUR LOCAL GAS, ELECTRIC OR TELEPHONE COMPANY



## OIL SLICK CONTROLLERS

YOU CAN HELP US DO SOMETHING ABOUT OIL SPILLS... MAINLY BECAUSE THEY'RE OURS!

We're oil drillers and shippers, and we make our living transporting the slimy stuff! But naturally, we make some boo-boos! And when we do, there's hell to pay. So we're looking for people who care about ecology, and who are willing to clean up our messes whenever necessary. The pay isn't very good... but what's money to people like yourselves who really care about what's going on today?

SIGN UP NOW WITH:  
SO. SAUDI OIL CO. New York, N.Y.  
Santa Barbara, Calif.



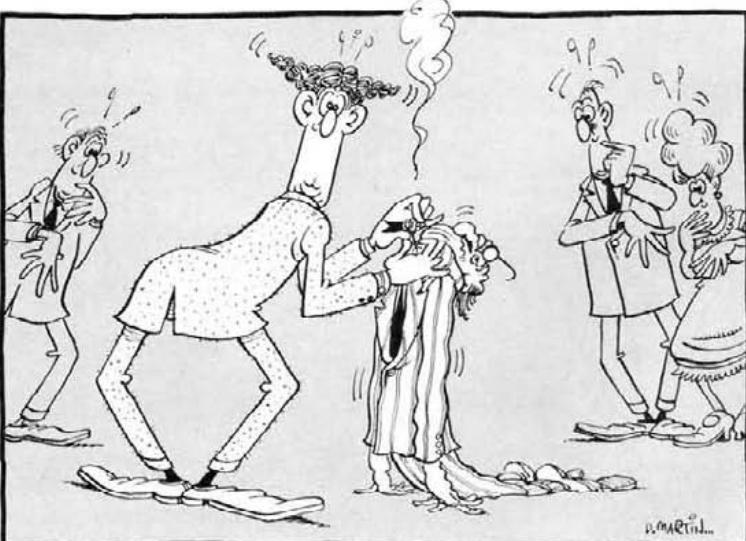
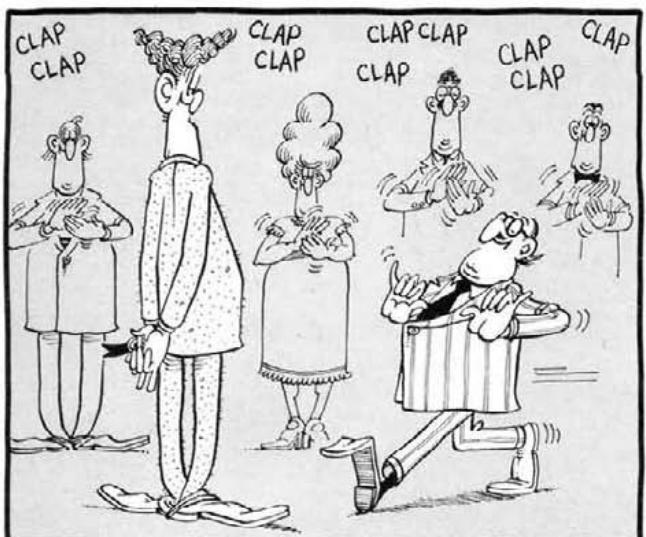
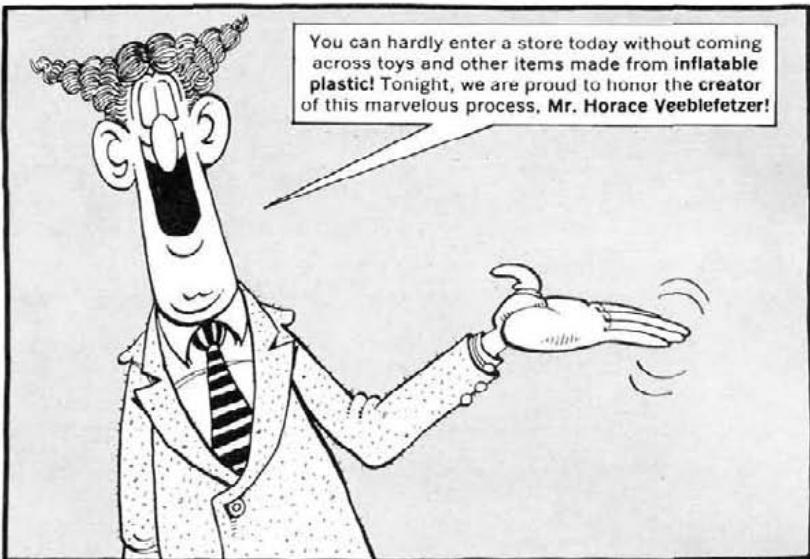
## RECALLED CAR DRIVERS

If you think that Evil Kneivel is a sissy compared to yourself, you may be our man! Because there's one kind of driving that's far more dangerous than jumping lined-up busses or picturesque canyons... mainly, it's driving late-model cars with faulty steering, brakes, etc., that have been recalled by their manufacturers. Owners of such cars are paying big money to have these death traps driven back to their dealers for the necessary repairs... rather than take a chance themselves.

RECALLED CAR CHAUFFEURING SERVICE CO.  
"Take The Bus And Leave The Dying To Us!"

WRITE BOX 27, ATTENTION: MR. DEREDEVLE  
(Drivers with I.Q.'s over 75 need not apply!)

# ONE EVENING AT A BANQUET SALUTING AN OUTSTANDING AMERICAN



A GRAPPLE FOR THE TEACHER DEPT.

There's a new hit show on TV about a teacher and his spaced-out students in a Brooklyn High School. Now, everybody who ever went to school knows that someday, you gotta get out...even if you're spaced out of your gourd. Well, we got to wondering what it will be like when graduation day comes around on...



# WELCOME BACK, KLODDER

What's wrong, Gabb? You haven't told me a single joke? How am I going to win an Emmy?

How is my telling you a joke going to win you an Emmy?

Haven't you ever noticed the way I break up at those OLDIES of yours? THAT'S Award-Winning ACTING!!

Okay! You want jokes? I'll tell you jokes! Mr. Woodmind is CRAZY!!

HOW crazy IS he?? He's so crazy, he wants me to pass every Sweatslob! He wants them all to GRADUATE!!

But—that's great! Instead of those idiots, maybe you might get a class of NORMAL kids!

Hi, there ...

Hey! What does she mean, calling us "idiots"? Doesn't she know Klodder was a Sweatslob?

SHE knows!



ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE

Surely you jest, Mrs. Klodder! Do you realize what a teacher has to put up with when he has a class of NORMAL kids?

First, you get forty or fifty dudes—instead of six!

And them normal finks is lookin' t' learn!! Man, you gotta prepare lessons an' give tests an' that means you'll be busy every night ... correcting papers!

Every night!!! That's going to interfere with my love life!

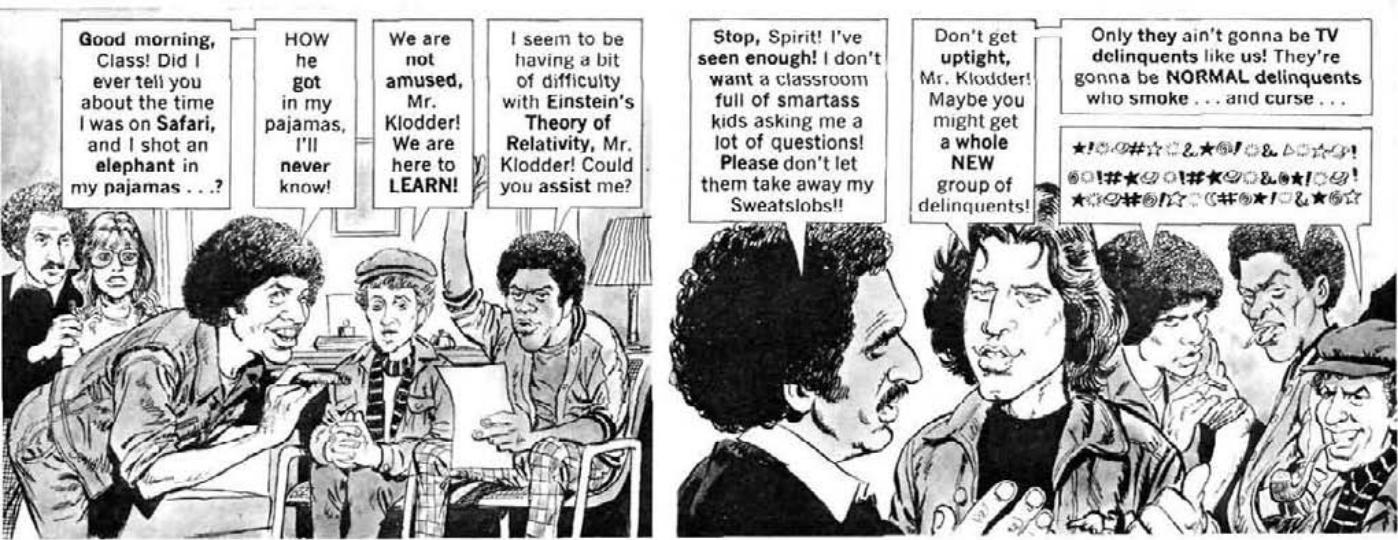
Some love life ... watching "Mary Hartman, Mary Hartman"!!

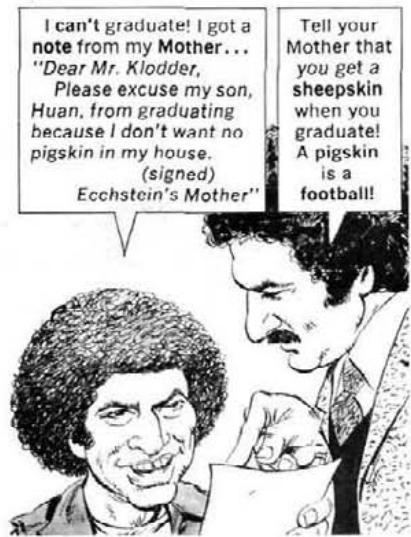
This is a very serious matter, Mrs. Klodder! The "Sweatslob Drama Group" will now demonstrate!

Ahem ... Ahem ... Oi am the "Spirit Of School Days To Come" ...

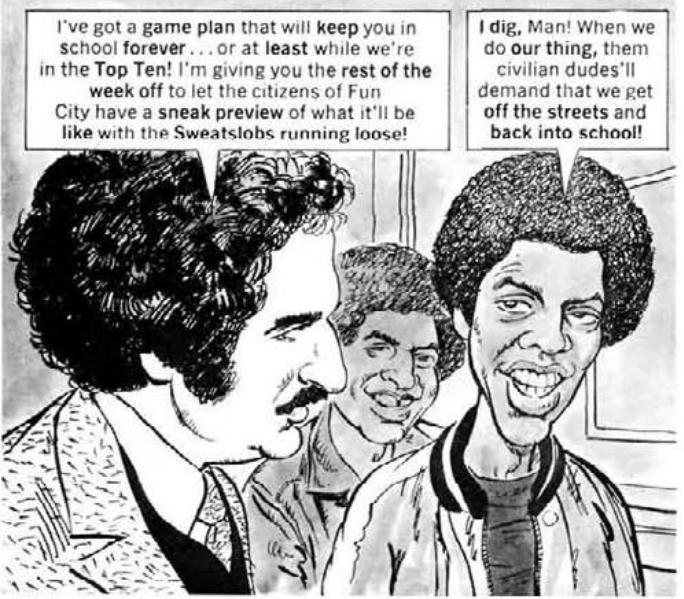
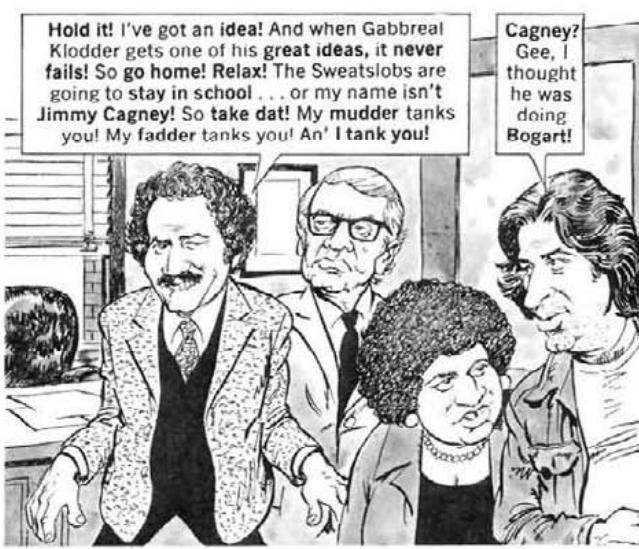
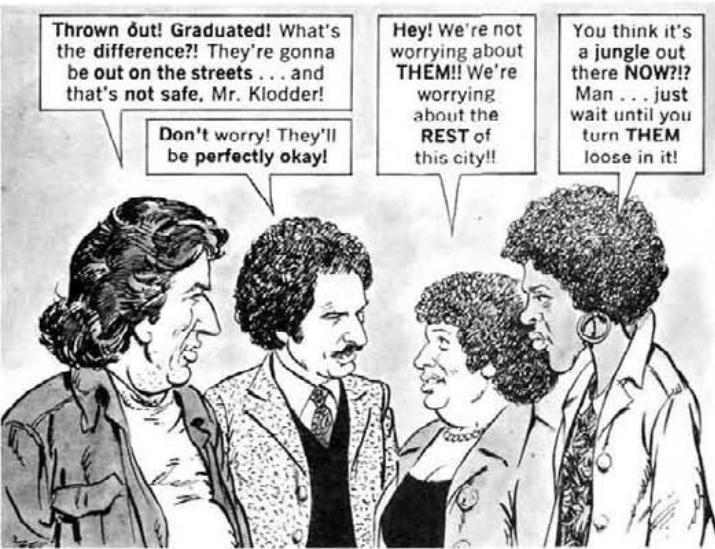
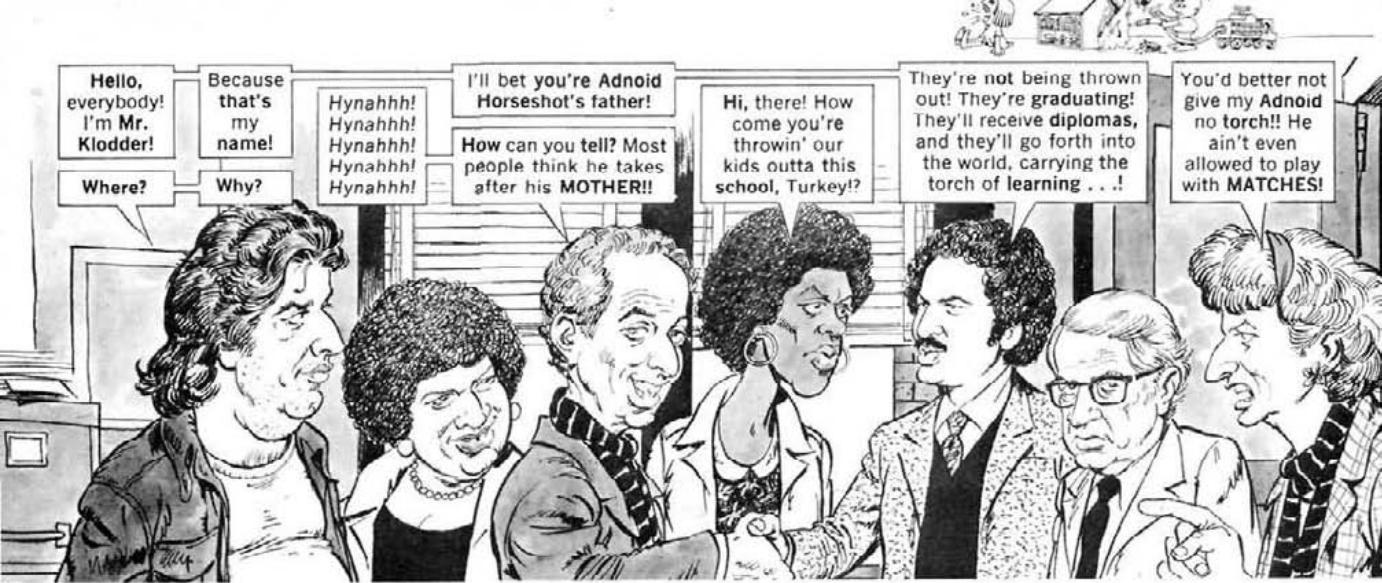
The time is "The Present"!! The place is "A Classroom in Millard J. Fillmore High"! This is going to be YOUR LIFE ... Mr. Klodder!!

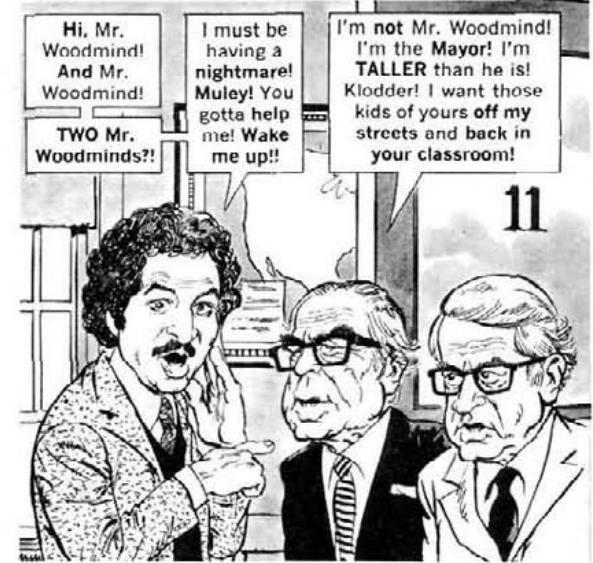




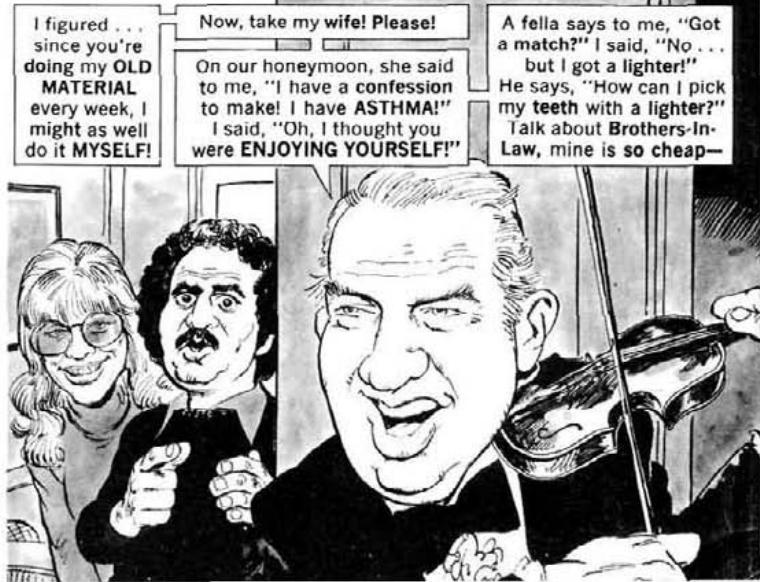








11



# WHAT'S THE BEST THING TO USE TO SEE STARS?

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Interest in Astronomy has grown immensely in recent years. But one new device has helped a lot of people see stars that they never knew existed. To find out what that new device is, fold in the page as shown:



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

►B

FOLD BACK SO "A" MEETS "B"



Jaffee

A SKILLED STARGAZER CAN GATHER SCIENTIFIC MATE-  
RIAL ONLY WHEN HE'S PROPERLY EQUIPPED.  
BOUNLESS PATIENCE ALSO HELPS IN THIS REGARD.

A►

►B

Feb. 21, 1977

THE

Price 60 cents

# THE NEW YORKER



A MAGAZINE COVER  
WE'D LIKE TO SEE

R. Crumb